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ROYAL COMMISSION  
ON  
BROADCASTING

HEARINGS

HELD AT

MONTREAL, P.Q.

September 10, 1956

v. 29

29





ROYAL COMMISSION ON BROADCASTING

Montreal, Quebec,  
September 10, 1956

PRESENT:

THE CHAIRMAN

ROBERT M. FOWLER

COMMISSIONER

EDMOND TURCOTTE

COMMISSIONER

JAMES STEWART

COMMISSION COUNSEL

JOHN M. COYNE

A. J. deGRANDPRE

SECRETARY

PAUL PELLETIER

SUBMISSIONS BY:

SOCIETE ST-JEAN-BAPTISTE de MONTREAL

4474

M. F. Eugene Therrien, President General

CANADIAN CHAMBER OF COMMERCE

4537

W. F. Macklaier, Q.C.

J. G. Crean, President

A. M. Handerson, Vice-Chairman of the  
Executive Council

M. P. Murphy, Member of Executive Council

Maj. Gen. R. H. Keebler, member of  
Executive Council

D. L. Morrell, General Manager

W. J. McNally, Secretary, Committee on  
Broadcasting

W. J. Sheridan, Asst. General Manager

Raymond Dupuis, Q.C., National Vice-President

Roy Crabtree, Member of Executive Committee





SOCIETE des ECRIVAINS CANADIENS

4632

Jean Filiatrault, Secretaire General  
Dr. Adrien Plouffe  
Jean-Jazques Lefebvre

QUEBEC FEDERATION OF HOME AND  
SCHOOL ASSOCIATIONS

4646

Douglas Walkington, President  
Mrs. J. R. Mallory, Chairman, Audio-  
visual Aids Committee  
R. Resin, Past President

COMITE de TELEVISION du  
NORD-OUEST QUEBECOIS

4661

Dr. Paul Rivard, Vice-President, Chambre  
de Commerce de Parent, P.Q.  
(and others)

QUEBEC WOMEN'S INSTITUTES INC.

4684

Mrs. G. E. LeBaron, President  
Mrs. H. G. Taylor, Executive Secretary  
Mrs. J. Ossington





Montreal, Quebec,  
September 10, 1956.

THE CHAIRMAN: Ladies and gentlemen, we will now resume the public hearings of the Commission, which begins here in Montreal, the last lap of our inquiry, at least, in its public phases. Before the summer adjournment, as you probably know, we had visited every province in Canada and had received 168 briefs and something pretty close to ten thousand pages of evidence. The only accident we suffered in our schedule was in our visit to Newfoundland, where we encountered bad weather. We reached Gander, and therefore technically visited Newfoundland, but we could not get into St. Johns because of the weather. We are going to hear the Newfoundland brief here during this session in Montreal, and I would like at this point to say to the organization from Newfoundland how much we appreciate their coming here to present their briefs. We did say we were willing to return to Newfoundland to hear the briefs there, but it would have been difficult to fit the trip into our crowded schedule, and it would have added considerable public expenditures to take the whole Commission party back to Newfoundland for a second trip. As a practical matter this arrangement of hearing them in Montreal is obviously the best, but we all do regret that we were not able to visit Newfoundland and we greatly appreciate the cooperation of those from that province who are presenting briefs here.





It might be in order if I said a word about our plans for the next few weeks. We have some twenty-five or thirty briefs to hear while we are in Montreal this week. Next Monday we begin several days of hearings in Ottawa to hear briefs from national organizations and a few individuals, and that will be followed by a day or two when we will hear evidence on the subject of subscription television.

On September 24th and 25th we propose to sit for formal filing and recording of some sixty briefs which have been sent to us but have not and will not be orally presented because the people involved do not wish to appear personally. We, however, want to have these submissions which we value from organizations and individuals throughout Canada officially on our records. They will, of course, be considered along with all the other evidence that we have received. To complete the programme we will have a short adjournment for some private meetings and reconvene in Ottawa on October 2nd to start the final public sessions, that is, rebuttal hearings with questioning and hearing of supplementary submissions by the first three organizations that appeared before us last April and May, the Canadian Labour Congress, the CARTE and the CBC. Those hearings may last a week or even longer, and we plan to take whatever time is needed to give these organizations





a full chance to be heard on any supplementary points that they wish to make, and also allow us to question them on all the issues which are, of course, much clearer in our minds today than they were when these witnesses last appeared at the beginning of our sessions on April 30th last spring.

After this we plan a trip to Chicago and New York for private discussions with organizations and others to find out something of the United States experience in broadcasting. After that we will have to consider all the evidence, plus the results of the special studies we have had prepared, and then reach our conclusions. It is quite impossible to say how long this process is going to take, what debates and possible disagreements we may have, and what added information we will have to seek. We just do not know what the extent of the task of reaching conclusions and writing the report is going to be, we can only say we are aiming at substantially finishing our work at the year end and preparing our report early in 1957.

Finally, a word about the procedure in these hearings, which must be familiar to all those who have followed the hearings before, but which perhaps should be explained for those who are appearing for the first time. The briefs may be presented either by reading them in full or by summarization; they can be presented either in French or English. However, I would like to interject there, if they are presented in French





it would be a help to me personally and to Mr. Stewart if you would proceed rather slowly in presenting them in French, so we will be able to follow you, because of our inadequacy in the French language. After the presentation those presenting briefs will be questioned by one or other of our counsel and by the members of the Commission. We plan to continue to make this questioning as detailed and full as possible; we want to understand exactly what our witness contends; we want to test his facts so far as possible. We intend to put to each witness opposing views to his comments, and we believe this technique of questioning has proved valuable so far, and we are going to continue it. The risk we take is that some people may try to read into the questions some conclusions having been reached by the Commission, and I want to make it clear again that this is a mistake to assume that any question indicates a conclusion. We are only seeking facts and the full expression of the views of the witness. We have reached no conclusion as yet and will only do so when all the evidence is in, our studies are completed and we have given everyone a full opportunity to be heard.

(French follows)





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Montréal, le 10 septembre 1956

SOCIETE SAINT-JEAN-BAPTISTE DE MONTREAL

THE CHAIRMAN: We will proceed with the first brief which is that of La Société Saint-Jean-Baptiste de Montréal. Mr. Therrien will present that brief. We will begin by marking this brief as Exhibit No. 169.

EXHIBIT No 169: Brief submitted by La Société Saint-Jean-Baptiste de Montréal.

Mr. Therrien, will you proceed as you see fit.

Me F. EUGENE THERRIEN: Je suis accompagné de MM. Thomas Bertrand, chef du Secrétariat de la Société; Alfred Charpentier, vice-président général; Pierre Lamy, officier du secrétariat; Philippe Ritchot, membre de la Société; Yvon Malenfant, officier du secrétariat.

Monsieur le président, messieurs les commissaires. Je me permettrai d'exposer quelques parties de notre mémoire brièvement; mais je crois qu'il serait préférable de lire d'autres parties qui traitent des questions les plus importantes, ce qui réduira le temps consacré à la lecture. Quant à l'introduction j'ajouterai seulement ceci, pour permettre à messieurs les commissaires, peut-être de réaliser l'importance de l'oeuvre poursuivie par la Société que je représente ici ce matin: nous mention-





L-2

nous le Prêt d'Honneur. Le fonds du Prêt d'Honneur, commencé avec une somme de \$500. il y a dix ans, atteint aujourd'hui une somme de \$260,000.00, auquel a contribué la Société Saint-Jean-Baptiste et ses filiales la somme de \$60,000.00. Nous avons au delà de 750 prêts consentis dont environ 200 remboursés, pour permettre à nos étudiants d'aller parfaire leurs études ou les perfectionner dans les écoles de haut savoir de la Province, du Canada, comme du monde entier, en Angleterre, en France et au Danemark.

Nous avons divisé notre mémoire en chapitres distincts, et je me permettrai de lire rapidement le premier, qui concerne la radio et la télévision comme services publics.

Quelques pays ont laissé entièrement à l'entreprise privée le soin d'organiser la radio et la télévision. D'autres pays en ont fait un monopole d'Etat. Le Canada a adopté une solution de compromis qui exige une collaboration étroite et constante entre les postes privés et la Société Radio-Canada.

Le système qui prévaut au Canada est le résultat de nécessités géographiques et historiques. Notre pays, nous ne devons jamais l'oublier, s'est bâti contre les Etats-Unis. Pour survivre et pour se développer comme entité nationale distincte, il doit constamment veiller à se soustraire, dans toute la mesure du possible, aux influences multiples





et aux fortes pressions qu'exerce sur lui un voisin très puissant. Au XIXe siècle, l'Etat a dû intervenir pour faciliter la construction des canaux et des chemins de fer afin de placer les routes transcontinentales sous l'autorité du Canada et de ses habitants. Sa politique tarifaire et économique a servi les intérêts des entrepreneurs canadiens menacés par la concurrence américaine. Au XXe siècle, le gouvernement fédéral a fait preuve de la même vigilance dans le domaine des communications aériennes.

L'utilisation des ondes hertziennes reposait le déficit séculaire. Dès la décade de 1920, l'opinion publique et les dirigeants politiques du pays se rendirent compte que l'entreprise privée n'avait pas les ressources financières nécessaires pour organiser seule une radio canadienne au service des Canadiens. Les commissaires chargés de faire enquête sur la radiodiffusion (1929) constatèrent que la plupart des programmes de radio provenaient de sources étrangères. De plus, certaines régions éloignées et peu peuplées ne bénéficiaient pas des services fournis aux centres urbains par l'entreprise privée. Pour corriger cette situation anormale et injuste, la Commission Aird conclut qu'il fallait "organiser la radiodiffusion sur la base d'un service public". La législation adoptée au sujet de la radiodiffusion depuis 1932 s'est toujours inspirée du même principe. La Commission Royale d'enquête sur l'avancement des arts, des lettres et des sciences (1951) n'a pu





qu'en réaffirmer le bien-fondé.

Toutefois, il est opportun de faire remarquer que si la radio et la télévision doivent être considérées comme services publics, il ne s'ensuit pas que tous les postes doivent être étatisés. Le rapport de la Commission royale d'enquête sur la radiodiffusion prévoyait la suppression de l'entreprise privée. La politique finalement adoptée a été beaucoup plus souple. On a maintenu les postes privés et ceux-ci constituent aujourd'hui une partie intégrante des réseaux nationaux de radio et de télévision. Cette politique a donné d'excellents résultats et nous ne voyons pas pourquoi elle serait modifiée.

Nous croyons indispensables l'intervention et l'initiative étatiques dans le domaine de la radio et de la télévision. Le voisinage des Etats-Unis, la faible densité de notre population, les grandes distances à couvrir, les besoins de deux groupes culturels l'exigent. Mais nous n'admettons pas que l'Etat se substitue complètement à l'entreprise privée. La Société Radio-Canada et les postes privés doivent continuer à travailler ensemble pour le plus grand bien de la population. Celle-ci reconnaît presque à l'unanimité les services rendus par la Radio-Etat mais n'ignore pas le rôle essentiel joué par les postes privés. D'autre part, ceux-ci admettent leurs responsabilités comme services pu-



blics et sont prêts à s'en acquitter. Cette heureuse collaboration entre la Radio-Etat et la radio privée a été rendue possible grâce à la politique adoptée en 1932 .

THE CHAIRMAN: You start us off on a very good note in Montreal; I think this is the first time anyone has called it a happy collaboration.

MR. THERRIEN: I am happy this is a conclusion you have arrived at and it places me in a peculiar position because of what I am going to add right away. We wish to add that if the standard of the programmes of private radio or television stations is not considered very high we consider that Radio-Canada has a high responsibility for that situation. Et je m'explique: c'est que Radio-Canada, ce qu'elle exige pour elle-même, elle ne peut pas en exiger plus des postes privés; et si nous nous référons à la qualité de certaines images d'annonces commerciales, comme des mains trempées ou passées dans la saleté provenant de linge sale qu'on fait disparaître par du savon merveilleux, tant qu'on verra ces choses à Radio-Etat il ne faudra pas demander aux postes privés d'améliorer la qualité de leurs émissions commerciales.

Nous passons maintenant à la question de l'importance de la radio et de la télévision.

Quiconque étudie la société contem-





poraine se rend compte que la radio et la télévision sont des facteurs de progrès matériel et intellectuel. Comme organes d'information collective, leur influence est peut-être en voie de déplacer celle de l'imprimé et des institutions d'enseignement. Certains sociologues prévoient même que la télévision modifiera considérablement nos modes de vie. Cette affirmation peut être controversée. Je ne crois pas qu'on ait décidé aujourd'hui que la radio et la télévision ont pris le pas sur les autres médiums d'information; mais je crois qu'on peut admettre que la radio et la télévision ont une importance de plus en plus grande sur la communauté dans son ensemble.

Des sommes considérables ont été investies dans l'industrie de la radio et de la télévision. Plusieurs hommes de science y consacrent leurs recherches. Chaque année, on dépense des millions de dollars pour maintenir et développer la radio et la télévision canadienne.

Des milliers de personnes bénéficient directement de ce progrès matériel: manufacturiers, commerçants, ingénieurs, techniciens, ouvriers, employés des postes de radio et de télévision, agents de publicité, etc. De nouvelles carrières se sont créées et se créent sans cesse pour notre jeunesse qui envahit le marché du travail. C'est un aspect de la question dont l'importance ne doit pas être négligée car toute la collectivité en profite.





La radio et la télévision ont permis à des centaines d'artistes et d'écrivains de se faire connaître, de développer leurs talents et de les mettre au service de leurs compatriotes. La Société Saint-Jean-Baptiste de Montréal qui a toujours encouragé le progrès des arts, des lettres et des sciences au Canada français ne peut que se réjouir de cette heureuse évolution.

Qui, en effet, mettra en doute l'enrichissement culturel que constitue une élite d'auteurs, de musiciens et d'acteurs qui réussissent à vivre de leur art? La radio et la télévision remplacent aujourd'hui les mécènes d'autrefois. Et l'on doit se rappeler que ceux-ci n'ont jamais été nombreux au Canada. Ici, ajoutons une note d'actualité. Nous avons été informés il y a quelques jours que la Radio-Etat a tendance à acheter de plus en plus des émissions américaines. Si nous voulons parler de nation adulte, nous ne croyons pas que Radio-Etat rende un service à la population canadienne tant de langue française que de langue anglaise, en allant de plus en plus chercher ses émissions aux Etats-Unis sous prétexte que ça coûte moins cher.

La radio et la télévision font maintenant partie de la vie du foyer. La télévision tout particulièrement a conquis l'intérêt enthousiaste de millions de spectateurs. Et tout indique que cette situation n'est pas uniquement le résultat d'un



engouement passager.

Que demander à la radio et à la télévision comme organes d'information collective au service de la population? Les réponses à cette question peuvent varier à l'infini. Mais nous croyons possible de rallier la majorité autour de trois objectifs: distraire, renseigner, élever.

Dans notre monde moderne, l'utilisation des loisirs devient un problème de plus en plus important. La radio et la télévision permettent à des millions de gens de se distraire sans quitter le foyer familial. C'est un avantage considérable.

On ne doit pas être surpris de constater que la majorité des auditeurs et des téléspectateurs demande à la radio et à la télévision des programmes de caractère léger: musique populaire, chansonnettes, romans-fleuves, sports, comédies, mélodrames, etc. Quelques censeurs sévères sont portés à reprocher au public de ne chercher qu'à s'amuser et de manifester peu de discernement dans le choix de ses programmes préférés. Ces critiques sont de moins en moins justifiées car les auditeurs et les téléspectateurs ont prouvé qu'ils peuvent s'intéresser à des programmes qui n'ont pas uniquement pour but de les divertir. Il suffit de les éduquer et de développer leur esprit critique.





Il est possible de se distraire tout en s'instruisant. Malheureusement, trop de gens auxquels leurs années d'école ont laissé un mauvais souvenir en doutent encore. Il appartient à la radio et à la télévision de faire disparaître ce préjugé.

Ce résultat sera atteint en augmentant graduellement les programmes d'un caractère plus sérieux: musique classique, grandes oeuvres du répertoire dramatique, commentaires sur l'actualité, discussions de groupes, entrevues, cours spéciaux, récits de voyages, etc. Ces programmes demandent une préparation soignée et un personnel compétent. La Société Radio-Canada et les postes privés ont déjà quelques belles réalisations à leur crédit en ce domaine.

En somme, la radio et la télévision doivent avoir l'idéal d'élever le niveau intellectuel du public. Cette oeuvre de longue haleine exige la collaboration constante de tous ceux qui ont la responsabilité de diriger la radio et la télévision canadiennes. Leur action sera efficace dans la mesure où elle sera commune.

C'est pourquoi nous croyons qu'il est devenu nécessaire d'adopter et de mettre en vigueur un code d'éthique professionnelle auquel se soumettraient tous les postes de radio et de télévision. Quand nous disons tous les postes de radio et de





télévision, nous comprenons Radio-Canada en premier pour donner l'exemple.

Quant au code d'éthique professionnel, je ne lirai pas le texte; mais qu'il me soit permis d'ajouter ceci: On nous demande: "Pourquoi ne donnerions-nous pas au public ce qu'il désire?" Est-ce que, dans l'usage des narcotiques, on laisse au public décider quel doit être son choix? Est-ce que dans l'usage des automobiles sur les routes on laisse à ceux qui veulent aller à une très grande vitesse le choix, le libre choix de la vitesse à laquelle ils veulent circuler sur les routes? Nous ne le croyons pas, et ce serait dangereux de laisser à une certaine partie du public la décision quant à l'usage de certains biens de la terre. Nous réalisons tous qu'il faut une direction, qu'il faut un contrôle et nous croyons que dans le domaine moral comme dans le domaine physique, le rôle de l'Etat doit s'exercer et doit s'exercer à bon escient.

Nous passons maintenant au chapitre de "La Société Radio-Canada et la collectivité canadienne-française".

La population du Canada se divise en deux grands groupes culturels: les Canadiens anglais et les Canadiens français. Ceux-ci forment la minorité. Sur le plan de la conception purement théorique, l'Etat central ne traite qu'avec



des individus soumis à ses lois qui sont les mêmes pour tous les citoyens. Ses organismes et ses institutions sont au service de tous les habitants. Si on excepte ses bureaux de traduction de traduction française, le gouvernement d'Ottawa peut soutenir qu'il ne fait aucune distinction entre Canadiens anglais et Canadiens français.

Dans la pratique, la situation est bien différente. Par le simple jeu naturel des forces démographiques et économiques, la puissance et le prestige de l'Etat fédéral servent d'abord et presque exclusivement la collectivité majoritaire qui le contrôle. Il ne peut pas en être autrement. L'histoire de toutes les fédérations où coexistent des groupes nationaux différents le démontre clairement. Est-il nécessaire de rappeler les exemples de l'empire austro-hongrois, de la Suisse, de la Yougoslavie, de l'U.R.S.S., etc.? Le Canada --- même si l'on tient compte de la tolérance et de la largeur d'esprit de la majorité --- ne fait pas exception à la règle qui veut que le groupe le plus faible soit sous la domination du groupe le plus fort. C'est une loi de l'équilibre politique qui s'applique indépendamment de la bonne ou de la mauvaise volonté de la majorité. C'est pourquoi il serait très injuste d'en tenir celle-ci responsable.

Toutefois, nous croyons nécessaire de décrire objectivement la situation afin de faire





mieux comprendre le point de vue de la minorité canadienne-française. Même si les institutions démocratiques et fédératives du pays et la concentration démographique de ses membres à l'intérieur de l'une des grandes provinces lui ont laissé un minimum de liberté d'action collective, son sort ressemble à celui de toutes les autres minorités soumises à un groupe dominant. Soutenir le contraire c'est prendre ses rêves pour la réalité. Une description objective et réaliste de la position exacte du groupe canadien-français dans l'union canadienne -- même au risque de détruire les illusions traditionnelles -- nous semble indispensable. Nous le faisons uniquement dans le but d'éclairer les dirigeants du pays et de faciliter l'adoption des compromis qu'exige le maintien de relations harmonieuses et fécondes entre les deux groupes culturels qui constituent la population de l'Etat canadien.

Parmi tous les services établis par le gouvernement fédéral, Radio-Canada a le mérite d'être le seul qui a constamment tenu compte de la présence des Canadiens français comme collectivité distincte, membre et partenaire de l'union canadienne. Cette reconnaissance institutionnelle du fait français au Canada fut en quelque sorte imposée à la Radio-Etat parce que celle-ci n'avait pas la liberté d'ignorer les idéaux, les besoins et les demandes des Canadiens français comme groupe minoritaire organisé et homogène, distinct de la majorité



anglophone. Les postes dits bilingues des débuts de la radio et de la télévision ont eu une existence éphémère. Le dualisme ethnique et culturel de la population imposa l'organisation de réseaux canadiens-français. Il fallut tenir compte de la réalité sociologique et renoncer à la politique unitaire qui prévaut habituellement dans tous les autres départements de l'Etat central.

Ces réseaux ont réuni des équipes d'administrateurs, d'ingénieurs, de réalisateurs, d'annonceurs, d'écrivains et d'artistes qui ont eu directement la responsabilité de produire des programmes destinés à la population canadienne française. Pour la première fois dans l'histoire de l'Etat fédéral, des Canadiens français furent invités à jouer pleinement leur rôle comme agents au service de la collectivité dont ils sont membres. Ils n'étaient plus considérés comme de simples individus encadrés dans un organisme anonyme-- c'est-à-dire anglophone-- de l'Etat central. Par fonction, ils avaient la tâche de se consacrer au progrès de la radio et de la télévision canadiennes-françaises.

Les résultats de cette situation particulière furent considérables. Jouissant d'une liberté d'action qu'ils n'ont pas et ne peuvent pas avoir dans les autres services de l'Etat central, les Canadiens français chargés de maintenir et





de développer les réseaux français de la radio et de la télévision ont fait preuve d'initiative et d'imagination créatrice. Plusieurs programmes du poste CBF ont été remarqués par la critique au Canada et à l'étranger. Les progrès de la télévision canadienne-française depuis trois ans ont agréablement surpris tous ceux qui ont suivi les télémissions du poste CBFT. Celui-ci est devenu l'un des principaux centres de production de la télévision mondiale. Ces succès affirment la vitalité de la culture canadienne-française et le dynamisme de ses représentants pourvu que ceux-ci aient la liberté d'agir et de se manifester comme porte-parole de la collectivité. Le malheur c'est que les membres d'un groupe minoritaire ont très rarement cet avantage.

L'histoire même de Radio-Canada le démontre. Les droits de la minorité n'ont pas toujours été scrupuleusement respectés. Oublions les années de guerre pendant lesquelles la Radio-Etat est devenue un instrument de propagande pour forcer la minorité canadienne-française à accepter la politique du Canada anglais. Mais peut-on ignorer le sort pénible des groupes canadiens-français de l'Ouest et des Maritimes? Ils ont longtemps attendu avant de bénéficier des services de Radio-Canada. Aujourd'hui encore quelques groupes n'ont jamais entendu régulièrement des programmes français de radio.



Le réseau canadien-français de radio doit être complété le plus tôt possible. Que l'Etat central mette à la disposition de la Société Radio-Canada les argents nécessaires à cette fin. Il faut immédiatement prévoir un réseau de télévision au service de tout le groupe culturel canadien-français. Nous espérons que les minorités franco-canadiennes des Maritimes, de l'Ontario et de l'Ouest n'attendront pas vingt ans avant d'avoir une télévision française. Nous appuyons toutes leurs demandes à ce sujet et nous sommes convaincus que les autorités prendront les mesures qui s'imposent pour leur donner satisfaction.

Cette initiative est nécessaire au maintien de bonnes relations entre la minorité et la majorité. Elle permettra aux Canadiens français de jouer pleinement leur rôle dans une politique dynamique de défense culturelle contre l'influence américaine. La Société Radio-Canada et le gouvernement fédéral seraient mal inspirés s'ils invoquaient l'incapacité financière pour retarder indéfiniment l'organisation de ce réseau. Le pays dispose du surplus économique nécessaire pour réaliser cette entreprise. Les services de radio et de télévision ne représentent qu'une très faible partie du budget fédéral. En ce domaine, les responsabilités de l'Etat central sont incontestables et il doit veiller à s'en acquitter scrupuleusement. Sinon, il donnera raison -- encore une fois de plus -- à ceux qui soutiennent qu'il est uniquement au ser-





vice de la majorité.

Nous passons maintenant à la question que nous avons développée au chapitre VI : "Radio-Canada comme organisme de l'Etat central et le respect de l'autonomie provinciale".

Avant de passer à la lecture de ce chapitre, je tiens à affirmer ici que les esprits timorés qui s'effarouchent quand nous parlons d'Etat central et d'Etat provincial n'ont pas raison de s'inquiéter. Nous n'avons jamais pensé que la Confédération canadienne était l'intégration canadienne. La Confédération canadienne suppose un Etat central avec des pouvoirs qui lui sont accordés par la Constitution, et elle suppose également l'existence d'Etats provinciaux comme l'Etat provincial de Québec, l'Etat provincial d'Ontario, l'Etat provincial de Nouveau-Brunswick et les autres Etats provinciaux de la Confédération canadienne. Quand nous parlons d'Etat central et d'Etat provincial, nous ne parlons pas d'un Etat provincial dissocié complètement de l'Etat central composé des dix provinces du Canada.

Le Canada n'est pas devenu un Etat fédéral par simple accident. L'immense étendue du pays, la diversité de ses régions, l'évolution historique, la présence de deux groupes culturels organisés ont imposé la solution fédéraliste. Il est toujours nécessaire de rappeler ces faits pour



éclairer ceux qui ambitionnent encore de créer un Canada uniforme et unitaire par la destruction de nos institutions fédératives. Même au risque de briser l'union canadienne!

Tout régime fédéral exige une division de pouvoirs. La constitution canadienne a prévu un gouvernement central et des gouvernements provinciaux. Chacun dispose de l'autorité nécessaire pour s'acquitter de ses responsabilités. Les articles 91 et 92 de l'Acte de l'Amérique du Nord britannique en ont ainsi décidé. L'article 93 donne exclusivement aux provinces le droit de légiférer en matière d'éducation. Les tribunaux et la tradition politique ont confirmé cette division des pouvoirs.

Devons-nous abandonner ou modifier notre régime fédéral? Depuis quelques années, plusieurs dirigeants politiques prétendent que la constitution actuelle est désuète et que le gouvernement central doit étendre sa juridiction pour répondre aux besoins et aux demandes de la population. Pour appuyer leur programme, ils invoquent les exigences de l'efficacité administrative et les impératifs de l'évolution éconómico-sociale contemporaine. A première vue, leur argumentation semble puissante. Malheureusement, ils ne tiennent pas compte du fait que la division des pouvoirs prévue par notre fédéralisme est absolument nécessaire à la stabilité politique du pays. Nous croyons plus sage de renoncer aux thèses de quelques





théoriciens chimériques et de nous incliner devant la réalité sociologique.

On a longtemps cru que la radio n'était pas exclusivement de juridiction fédérale. C'est pourquoi la Commission Aird (1929) prévoyait une participation directe des gouvernements provinciaux à l'établissement d'une Radio-Etat. Finalement, les tribunaux ont décidé que seul le gouvernement central avait le droit de légiférer sur la radiodiffusion.

L'organisation de la Société Radio-Canada a considérablement augmenté les pouvoirs de l'Etat central. Celui-ci dispose d'un puissant instrument de rayonnement. Aucun observateur impartial ne peut nier cette affirmation. Grâce à la radio et à la télévision, le gouvernement d'Ottawa influence directement l'opinion publique. Ses initiatives, sa législation, sa politique générale bénéficient d'une généreuse publicité. Cela s'accomplit tout naturellement, sans plan préconçu, par la force des choses. Pendant la dernière guerre, la Radio-Etat ne s'est pas fait scrupule de se transformer délibérément en organe de propagande aux ordres du gouvernement fédéral, dominé par la majorité anglophone qui désirait imposer sa politique militariste aux Canadiens français.

Cette évolution--qui était inévitable--a placé les provinces dans une situation désavanta-



geuse vis-à-vis l'Etat central. Leurs moyens d'agir sur l'opinion publique sont bien inférieurs à ceux dont dispose le gouvernement d'Ottawa. L'ancienne division des pouvoirs entre les divers gouvernements du pays a été ainsi modifiée en faveur de ce dernier.

C'est dans le domaine de l'éducation qu'on peut le plus facilement constater combien le contrôle de la radio et de la télévision par l'Etat central a limité l'exercice des droits provinciaux.

L'éducation relève entièrement des provinces. Celles-ci ont pleine autorité en ce domaine. Or une organisation scolaire moderne ne se conçoit pas, dans notre opinion, sans les services de la radio et de la télévision. Mais celles-ci sont sous l'autorité du pouvoir central. D'où conflit de juridiction.

Les provinces de langue anglaise ont finalement accepté cette situation. Une collaboration s'est graduellement établie entre leurs ministères de l'instruction publique et la Société Radio-Canada. Cette solution a triomphé sans heurt puisque le groupe culturel anglo-canadien forme la majorité de la population du pays. En général, les Anglo-Canadiens ne voient pas pourquoi ils protégeraient l'autonomie provinciale contre les interventions fédérales. Ils ont même tendance à les solliciter. Cette attitude s'explique facilement puisqu'ils forment le groupe majoritaire dans neuf





provinces et au gouvernement central. Celui-ci est pour eux un véritable gouvernement national plutôt qu'un gouvernement fédéral. Mais la position du groupe culturel canadien-français, minorité dont l'influence est négligeable en dehors du Québec, est bien différente. Les partisans du centralisme négligent trop souvent d'en tenir compte. Se sont-ils déjà demandé quel serait le comportement collectif de la population angle-canadienne si celle-ci constituait la minorité du pays et ne formait la majorité que dans l'une des dix provinces?

L'évolution historique a fait de la province de Québec le seul territoire où les Canadiens français constituent une majorité. Le gouvernement de l'Etat provincial du Québec, comme porte-parole naturel et légitime de la population qu'il représente, a des responsabilités particulières envers le groupe culturel canadien-français.

Théoriquement, le Canada français ne se limite pas aux frontières du Québec. Il fut même une époque, encore récente, où la nation canadienne-française s'annexait les Franco-Américains. En cette deuxième moitié du XXe siècle, les faits obligent à une vue plus réaliste. Les Canadiens français ne vivront et ne prospéreront COMME COLLECTIVITE ORGANISEE que dans la mesure où ils s'appuieront sur un Etat provincial dynamique. Pour eux, Québec est leur Etat national; et encore ici,



j'insiste. Quand nous parlons de l'Etat provincial, nous ne parlons pas de séparatisme.

Pour s'acquitter de ses responsabilités particulières, l'Etat du Québec ne peut pas se désintéresser de la radio et de la télévision. Ces organes puissants d'information collective lui sont nécessaires pour exercer pleinement sa juridiction dans les domaines de l'éducation et de la culture. Afin de respecter la constitution de notre pays, la loi fédérale de la radiodiffusion devrait reconnaître aux gouvernements provinciaux, qui désirent s'en prévaloir, le droit d'établir des postes de radio et de télévision. Nous ne voyons pas pourquoi un Etat provincial ne pourrait pas, au même titre qu'un particulier, demander un poste de radio ou de télévision comme poste de radio provincial; que ce soit la province de Québec, le Manitoba ou le Nouveau-Brunswick.

Nous demandons au parlement fédéral d'amender cette loi afin de corriger une situation que nous jugeons injuste et anormale. L'Etat central n'a pas la liberté de refuser aux provinces les moyens d'action dont celles-ci ont absolument besoin pour exercer intégralement leur juridiction dans les domaines que leur assigne la constitution du pays. Il en résulte un désordre préjudiciable au bon fonctionnement de nos institutions fédérales et démocratiques .





Et qu'on me permette une parenthèse.

Quand nous disons que le gouvernement central devrait donner le privilège aux provinces d'avoir un poste privé provincial de radio ou de télévision, nous continuons et nous disons : "Non seulement la province d'Ontario; non seulement la province de la Nouvelle-Ecosse; non seulement la province du Manitoba, mais le gouvernement de la province de Québec devrait exercer les privilèges qui lui seraient ainsi donnés par la loi de la radiodiffusion du pays".

D'autre part, nous prions le gouvernement de notre province de prendre les mesures qui s'imposent pour organiser un service de radio et de télévision. Cette initiative lui permettra de s'acquitter de ses responsabilités particulières envers le groupe culturel canadien-français.

Nous profitons de la circonstance pour rappeler une résolution du Conseil général de la Société Saint-Jean-Baptiste de Montréal. Cette résolution, adoptée le 8 novembre 1954, réaffirme les droits de la province dans la direction et l'orientation de l'enseignement. En voici le texte :

"Les dirigeants généraux de la Société Saint-Jean-Baptiste de Montréal, après avoir pris connaissance des récentes expériences tentées par la Société Radio-Canada en matière de programmes scolaires télévisés, se déclarent tout à fait favorables à l'emploi de procédés modernes en



éducation, mais ils tiennent absolument qu'en cette matière plus qu'en aucune autre y soit intégralement respectée l'autonomie des provinces.

On sait que récemment la Société Radio-Canada, grâce à la coopération de l'Association canadienne des fabricants d'appareils de radio et de télévision, a télévisé des programmes scolaires dans quatre-vingt-deux écoles du pays dont une cinquantaine en Ontario et moins d'une dizaine dans le Québec.

La Société Saint-Jean-Baptiste de Montréal ne s'oppose nullement à ce que les autorités compétentes en matière de radio et de télévision s'emploient à faciliter l'éducation des enfants par des procédés nouveaux; mais elle craint énormément que de telles initiatives, si elles sont poursuivies, n'en viennent à constituer une intrusion officielle dans le domaine de l'éducation, domaine, comme on le sait, réservé incontestablement aux provinces.

En conséquence, la Société Saint-Jean-Baptiste de Montréal prie les autorités de la Société Radio-Canada, si telle est leur intention de continuer à diffuser des programmes scolaires dans la province de Québec, de bien vouloir prendre les mesures nécessaires pour que les émissions de ce genre destinées à notre province soient placées sous le contrôle et la direction du Département de l'Instruction publique. Elle souhaite même que le principe





d'autonomie des provinces en matière d'éducation soit de telle sorte respecté qu'il n'en soit pas seulement ainsi dans la province de Québec mais bien pour toutes les autres provinces du pays.

Et nous passons à cette partie du mémoire où nous avons quelques autres recommandations. Nous demandons, au chapitre VII, que la représentation du groupe culturel canadien-français dans le Bureau des gouverneurs soit augmentée.

Nous demandons la création d'un réseau canadien-français, parce que nous prétendons que nous ne pouvons pas diviser deux groupes culturels et les mettre l'un devant l'autre à raison de neuf pour un ou de un pour neuf. Nous croyons que la création d'un réseau canadien-français par l'Etat fédéral servirait le plus grand intérêt de la communauté canadienne-française et du pays tout entier.

Le paragraphe d), page 26, où nous disons que les lettres de code désignant les postes au Canada français sont des abbréviations de textes purement anglais, comme C.B. pour Canadian Broadcasting, CBF pour Canadian Broadcasting French. Peut-être qu'un changement dans ce domaine serait trop compliqué à cause de la difficulté technique de l'indication des postes, mais je ne vois pas. Si on nous donnait une bonne explication, nous serions prêts à nous rendre.



Nous ne voyons pas pourquoi Radio-Canada présente aux commanditaires, des Canadiens-français, des textes uniquement en anglais. On a attiré notre attention il y a quelques jours seulement, et je donne cette information sous toute réserve. A tout événement, des textes anglais seulement de contrats pour les commanditaires ont été présentés à des commanditaires canadiens-français qui ont demandé des textes français. On leur a répondu qu'on n'en avait pas. J'imagine que la Société Radio-Canada n'attendait qu'un signal pour corriger cette anomalie et cette injustice pour le groupe canadien-français.

Nous avons parlé de sports. Nous ne sommes pas scandalisés que le public aime les sports. Dans l'antique Athènes on s'occupait déjà de sport. Tout ce que nous demandons, c'est que les émissions portatives télévisées soient d'un caractère convenable. Pour donner un exemple: nous n'avons rien contre la lutte; mais des spectacles vulgaires de lutte n'aident pas ni la cause de la communauté ni la cause de Radio-Canada. Nous croyons qu'avec un code d'éthique professionnelle comme nous en avons demandé l'élaboration dans notre mémoire, ces anomalies pourraient disparaître.

Quant à la question financière, ce n'est pas notre rôle de donner des suggestions à l'Etat central; mais nous tenons à répéter ici que





sous prétexte d'économie, nous ne pouvons pas accepter qu'on mette en danger la culture soit anglo-canadienne soit canadienne-française du pays. Nous croyons que nous sommes une nation adulte qui peut faire chez elle ses programmes avec ses artistes, avec ses auteurs et avec ses techniciens.

En terminant, je voudrais publiquement remercier les membres du comité de la Société Saint-Jean-Baptiste qui ont contribué à l'élaboration de ce mémoire que nous avons soumis objectivement. Mes collègues ont demandé de garder l'anonymat. Je tiens cependant à leur dire que la Société Saint-Jean-Baptiste de Montréal leur doit une dette de reconnaissance pour le travail qu'ils ont accompli.

En terminant également, nous vous remercions, monsieur le président et vos collègues, d'avoir accepté de nous entendre. Nous nous sommes efforcés de vous éclairer sur les points que nous avons jugés les plus importants. Nous avons voulu le faire avec franchise et objectivité. Nous vous assurons de notre entière collaboration et nous demeurons à votre disposition, monsieur le président et messieurs les commissaires, si vous désirez obtenir d'autres renseignements que vous jugeriez opportuns et nécessaires.

THE CHAIRMAN: Thank you Mr. Therrien.  
I wish you would convey to the members of your



committee, or the committee that worked on this brief, the appreciation we have for the obvious amount of work that has gone into it and the points that have been put forward. We appreciate having these stated so clearly. Is it convenient if we go right ahead with the questioning now?

MR. THERRIEN: If I can answer your questions I will be pleased to do so Mr. President.

Me J. deGRANDPRE: Monsieur Therrien, est-ce que vous pourriez nous dire quelle a été la formule employée pour la rédaction du mémoire? Est-ce qu'il s'est agi d'un comité qui a soumis un projet à une réunion plénière, ou est-ce qu'il s'est agi simplement là d'un travail d'un comité restreint sans que le rapport complet soit soumis à l'approbation des membres ?

M. THERRIEN: La procédure suivie a été la suivante: un comité de 5 a été nommé et qui s'est réuni en séances assez nombreuses, et à la suite de ces séances de comité, l'un des membres du comité a été chargé de rédiger le texte, le premier projet. Le comité s'est ensuite réuni pour discuter certains amendements à apporter au texte préparé et ensuite ce texte ainsi amendé et revu a été soumis au Conseil général de la Société Saint-Jean-Baptiste de Montréal composé de 15 membres: du président et des directeurs généraux de la Société; et nous sommes convaincus que notre Société fait con-





fiance à son Conseil général.

Me deGRANDPRE: La raison pour laquelle je pose la question, c'est parce que nous voulons évidemment être en mesure, lors de nos délibérations, de peser la valeur collective, si vous voulez, de chaque mémoire qui nous est présenté. Ainsi, les associations ouvrières nous disent qu'elles représentent 150 ou 200,000 membres, et il nous fait évidemment avoir une idée assez précise du nombre d'adhérents au mémoire qui nous est présenté. Et toujours dans cette ligne, est-ce que vous pourriez nous indiquer si vous aviez présenté des mémoires dans le même sens à d'autres commissions?

M. THERRIEN: Nous en avons présenté un à la Commission Massey et nous en avons présenté un à la Commission Tremblay sur les relations fédérales-provinciales, et nous présentons celui-ci. Je ne me rappelle pas si nous en avons présenté un à la Commission Aird.

Me deGRANDPRE: Et, en thèse générale, les représentations que vous faisiez dans ces autres mémoires sont sensiblement les mêmes que celles que vous faites dans celui-ci?

M. THERRIEN: Sur la question des droits des Canadiens français, oui. Evidemment, pour ce qui relève de la radio et de la télévision, dans ces mémoires nous n'avons pas fait de recommandations.



Puis-je ajouter que, comme ce mémoire a été élaboré en 1956 et qu'il a été prêt en juin seulement, le mémoire n'a pu être soumis à tous les membres de la Société Saint-Jean-Baptiste qui a lieu en mars. Pour ma part, je dois et je puis dire que ce mémoire sera approuvé par le prochain congrès général de la Société Saint-Jean-Baptiste en mars prochain.

Me deGRANDPRE: A la page 4 de votre mémoire, vous indiquez à la dernière phrase du second paragraphe : "Cette politique a donné d'excellents résultats et nous ne voyons pas pourquoi elle serait modifiée". Vous parlez de cette politique d'opérer un réseau national avec Radio-Canada au premier plan, si vous voulez, et des débouchés des postes privés un peu partout ailleurs. Est-ce que dans cette situation, vous ne trouvez pas que les postes privés sont placés dans une position désavantageuse, en ce sens qu'ils ne peuvent pas produire des programmes d'aussi grande envergure que les programmes produits par Radio-Canada, en l'absence d'un réseau pour les postes privés et que, étant placés dans cette position de parents pauvres, si vous voulez, ils sont susceptibles de recevoir les critiques qui n'aident pas à cette collaboration que vous avez soulignée entre Radio-Canada d'une part et les postes privés d'autre part?

M. THERRIEN: Nous maintenons, -- et



ceci sera une réponse générale à votre question -- nous maintenons que le système actuel peut continuer. Nous ne voyons pas pourquoi des postes privés, même s'ils donnaient des programmes de moindre envergure, ne pourraient pas donner des programmes de même qualité parce que, d'autre part, Radio-Canada a de belles réalisations; mais ils ont également des programmes qu'on pourrait qualifier 'd'au-dessous de tout', même avec les moyens qu'on emploie.

Et vous me permettez de ne pas citer son nom, mais une personne très près des postes privés nous a dit ceci : "vous nous reprochez la qualité commerciale de nos émissions, mais vous oubliez une chose : c'est que c'est Radio-Canada qui impose les standards que doit suivre un poste privé, et nous ne demanderions pas mieux de dire à nos commanditaires : 'nous ne devrions pas faire cela, parce que Radio-Canada le défend'; mais on ne peut pas empêcher les postes privés de faire exactement ce que fait Radio-Canada.

Et je reviens à ce que je disais tout à l'heure : la qualité des programmes, si on veut l'imposer aux postes privés, il faudrait que Radio-Canada s'impose à elle-même ce que nous appelons le code d'éthique professionnelle.

Quant à l'infériorité dans laquelle se trouvent les postes privés, nous ne





croyons pas que ce soit un empêchement, parce que nous avons sur d'autres plans de l'actualité une situation identique où l'un n'empêche pas l'autre; et j'ai à l'esprit le laboratoire d'Ottawa et les laboratoires de recherches privés.

Nous croyons que ce système pourrait être maintenu avec amélioration, c'est évident, et si Radio-Canada doit lâcher un peu de ses activités commerciales proprement dites pour permettre aux postes de vivre, toujours sous un code d'éthique bien conçu de façon à ce que la qualité générale des émissions soit bonne, si elle n'est pas parfaite; et puis, que Radio-Canada lâche un peu de ses émissions commerciales pour lesquelles elle reçoit une compensation des commanditaires. Je crois que c'est là, en résumé, l'expression d'opinion que nous avons donnée dans notre mémoire.

Me deGRANDPRE: Et quand vous revenez sur ce code d'éthique professionnelle, est-ce que vous considérez que les règlements actuels de la Société Radio-Canada qui sont en somme un début sinon un code complet, est-ce que ces règlements sont adéquats dans l'opinion de la Société ou est-ce qu'ils sont complètement inadéquats; ou si les règlements étant adéquats la Société ne se préoccupe pas de les faire observer?

M. THERRIEN: Ma réponse à votre



question est la suivante: s'il existe un code d'éthique professionnelle comme celui que nous avons recommandé et que la Société Radio-Canada ne l'applique pas, elle a tort. S'il n'existe pas, il est temps qu'on y voit et qu'on en crée un. De toute façon, la qualité de certaines émissions commerciales --- nous parlons des images qu'on nous représente à la télévision --- mérite qu'on s'arrête à cette question et qu'on fasse disparaître ce qui est choquant.

M. LE COMMISSAIRE TURCOTTE: Vous

parlez de la publicité ou du programme qui accompagne la publicité?

M. THERRIEN: Les deux, en certains cas.

THE CHAIRMAN: Mr. de Grandpré --- may I get my mind clear on one point -- you are dealing I take it, with the suggestion at the bottom of page 8 of the memorandum which, as I read it, is that the society asks that there should be a code of professional ethics. I am not quite clear as to whether this suggestion is in the nature of a code of observance - a sort of standard that people will adopt on a more or less self-regulatory or voluntary basis -- or whether that reference is specifically to the notion of regulating the programme content.





MR. deGRANDPRE: Yes --- I was just arriving at that point, Mr. Chairman.

THE CHAIRMAN: I want to know whether this is a code of ethics in the sense that the legal profession has a code of ethics which it adopts and enforces itself, or whether that is a code of ethics in the sense of regulation of programme content - station performance and the like - enforced presumably by sanction of some kind.

MR. deGRANDPRE: My next question was exactly that sir, - whether or not they want to substitute a new code of ethics for the regulations which are already on the books.

THE CHAIRMAN: Very well - I am sorry to interrupt you.

MR. THERRIEN: Before I answer your question Mr. Chairman may I complete the answer I was giving a moment ago to Mr. Commissioner Turcotte ---

THE CHAIRMAN: Yes, of course --I am sorry, but I thought you had completed your answer.

MR. THERRIEN: When we speak about programmes which should be checked and if necessary eradicated from television - nobody will deny the nonsense of sending children to cabarets



to see cabaret shows -- then how can we approve that in the family where children are around the television set, we should give these programmes which we forbid them to go and see in a public cabaret?

MR. COMMISSIONER STEWART: Well who forbids them to go to the cabaret? It is the parent surely, and the parent can easily stop them looking if the programme is not of a character that the parent thinks the child should see.

MR. THERRIEN: Well if you are convinced that this is very readily applicable - I would admit your point of view Mr. Commissioner, but in practice it is not so easily done, because the parents cannot always be beside the television set.

THE CHAIRMAN: No.

MR. THERRIEN: And cannot always cut it off when it is on.

M. LE COMMISSAIRE TURCOTTE: Mais vous ne voudriez pas ravalier les programmes de télévision au niveau de l'intelligence infantile parce que, par hasard, ils peuvent se trouver là. Il faut servir toute la nation.

M. THERRIEN: Nous n'avons pas le même point de vue parce que, précisément, dans notre



mémoire nous disons que certains programmes, - plus spécialement les programmes commerciaux, - semblent prendre les téléspectateurs pour des gens qui ont un niveau de culture d'enfants peut-être de sept ou huit ans. Alors, ça peut jouer dans les deux sens.

Quant à la deuxième question, monsieur le président, évidemment, c'est très beau, mais c'est peut-être chimérique de penser qu'un code d'éthique serait accepté et appliqué par soi-même. Vous avez référé au code d'éthique du Barreau; et même le Barreau n'a pas eu la confiance totale envers ses membres. Ce code d'éthique est appuyé d'une réglementation serrée. Et quand nous suggérons un code d'éthique, évidemment c'est un code d'éthique qui serait appuyé ou soutenu par une réglementation qu'on veut faire observer jusqu'à la sanction, si nécessaire. Evidemment, pour cela, il faudrait que Radio-Canada commence par se l'appliquer elle-même.

M. TURCOTTE: Auriez-vous objection à indiquer les programmes que vous visez et qui, selon vous, dépassent les normes? Avez-vous quelque programme à l'esprit quand vous parlez de la nécessité d'un code pour réprimer les programmes qui sont de mauvais goût?

M. THERRIEN: Je ne voudrais pas indiquer un programme en particulier, parce que





nous ne croyons pas que ce soit notre rôle d'indiquer et d'attaquer un programme en particulier; mais je ne sais pas si vous trouvez que ces images où on voit se passer la main dans la saleté simplement pour annoncer un savon merveilleux...

M. TURCOTTE: Ce n'est pas un programme?

M. THERRIEN: Non, c'est une image. Dans les sports, nous avons parlé de la lutte. Nous ne sommes pas contre les sports. Au contraire. Nous croyons que ceci fait partie d'une belle émission, mais il y a des limites à observer, et certains programmes de lutte qu'on présente sont dégoûtants. Et quand on ne voit pas clairement qu'il s'agit là d'une entreprise commerciale qui a organisé toute l'affaire pour faire appel peut-être aux appétits qui ne sont pas les meilleurs chez l'être humain, et c'est là qu'on dit "si ce n'est pas bon, eh bien, qu'on l'empêche". Ca ne veut pas dire que nous demandons l'abolition des programmes de lutte, non. Mais là comme ailleurs, il me semble que des bornes pourraient être fixées et observées.

Me deGRANDPRE: Pour reprendre un thème qu'on a souvent entendu au cours des séances: quel serait ce corps qui déciderait de la valeur de tel ou tel programme et qui indiquerait les normes à suivre? Est-ce que vous voyez là un des devoirs



du Bureau des gouverneurs ou si vous voyez un groupe complètement indépendant du Bureau des gouverneurs pour rédiger ces règlements ou pour indiquer ces normes?

M. THERRIEN: Si nous voulons que ces règlements aient une valeur d'application, il faudrait remonter jusqu'au texte qui les autorise; et nous ne voyons pas pourquoi la loi de la télévision n'imposerait pas au Bureau des gouverneurs la tâche de créer ce code, de l'élaborer et de le faire approuver par le Gouverneur en Conseil. Ceci n'est qu'une méthode; il peut y en avoir d'autres.

Me deGRANDPRE: A l'heure actuelle, comme vous le savez, il y a des règlements qui ont été adoptés par le Bureau des gouverneurs conformément à la loi qui a été sanctionnée, et je ne sais pas si, en rédigeant votre rapport, vous aviez fait une parallèle entre ce que vous aviez à l'esprit pour ce code d'éthique et les règlements qui sont en vigueur?

M. THERRIEN: Nous n'avons pas fait de parallèle entre ce texte des règlements et ce que nous proposons. Nous ne sommes pas entrés dans l'application. Nous nous sommes bornés à dire qu'il en faut un. Si ces règlements-là sont suffisants une fois qu'on les aura amendés, tant mieux; mais qu'on remonte au texte de loi qui les autorise et qui les crée pour avoir force de loi.





C'est ce que nous demandons.

Me deGRANDPRE: Maintenant, toujours en rapport avec la deuxième phrase du deuxième paragraphe de la page 4 et des phrases qui suivent au paragraphe suivant, est-ce que vous croyez que dans l'ensemble --- évidemment il y a toujours moyen d'améliorer ce qui existe--- est-ce que vous croyez que les postes privés d'une part et Radio-Canada d'autre part sont dans une bonne voie ou s'ils font complètement fausse route?

M. THERRIEN: Nous l'avons dit dans notre mémoire: nous ne croyons pas qu'ils fassent complètement fausse route. Nous sommes opposés à une seule Radio-Etat; nous l'avons dit carrément dans notre mémoire.

Me deGRANDPRE: Je parle dans le domaine de l'éducation et de la distraction. Est-ce que vous croyez que les programmes se sont trop laissés guider par l'opinion générale? Est-ce que les programmes ont été conçus pour plaire à la masse ou si graduellement, on a voulu élever le niveau des programmes et par là éduquer la population?

M. THERRIEN: Nous le disons dans notre mémoire. Nous disons que Radio-Etat et les postes privés ont de belles réalisations à leur actif, et si on suit la tendance qu'on a découverte dans ces émissions, nous disons "vous êtes dans la bonne voie".



Mais par contre, certains programmes, par exemple, auraient besoin d'être épurés; nous le disons dans notre mémoire. Il y a les chansonnettes françaises que des gens honnêtes, ordinairement honnêtes, ne permettraient pas qu'on entende dans leur salon, et ces chansons, je pense que tous ceux qui ont écouté la radio et la télévision, vous pouvez en trouver beaucoup. Pourquoi est-ce qu'on permettrait à l'écran ce que vous n'admettriez pas dans votre salon. Nous parlons de la vulgarité et de l'immoralité. Remarquez bien: l'ensemble de nos recommandations ne va pas jusqu'à dire que la radio et la télévision deviennent un programme d'offices religieux. Mais entre ça et la dignité humaine bien comprise, il y a de la marge. Ce que nous demandons dans notre mémoire, c'est que l'abus soit réprimé et qu'on encourage ce qui se fait de bien jusqu'à présent.

Me deGRANDPRE: Maintenant, quand vous énoncez que vous êtes en faveur d'un statu quo dans le cadre de l'organisation actuelle, est-ce que vous avez considéré cette suggestion qui nous a été faite à plusieurs reprises: que Radio-Canada devienne un centre de production et uniquement un centre de production avec les pouvoirs nécessaires de faire diffuser ses productions par l'entremise des postes privés; en somme, que Radio-Canada abandonne complètement le domaine de la diffusion par ses propres postes.



M. THERRIEN: Nous n'avons pas envisagé cette solution, puisque nous disons dans notre mémoire que Radio-Canada devrait continuer à donner des émissions de qualité dans les limites du bon sens, et que nous demandons que Radio-Etat exerce pleinement son rôle et contrôle la qualité des émissions des postes privés. Est-ce que ça répond à votre question?

Me deGRANDPRE: Je ne crois pas que l'un soit compatible avec l'autre. C'est précisément pourquoi je vous pose la question.

M. THERRIEN: Nous n'avons pas envisagé cette solution. Je l'ai dit au début de mes remarques.

Me deGRANDPRE: Vous ne voulez pas qu'on pousse cette question-là plus loin?

M. THERRIEN: On peut toujours la pousser, mais je n'ai pas mandat pour y répondre.

Me deGRANDPRE: Toujours dans ce domaine de la publicité que vous traitez à la page 10 de votre mémoire, vous indiquez qu'une enquête récente auprès des auditeurs et des téléspectateurs a révélé que ceux-ci favorisent une limitation sévère du temps alloué à la publicité. Evidemment, on peut vouloir faire dire tout ce qu'on veut à ces enquêtes; mais vous prétendez ici que c'est l'opinion générale; et je crois que c'est à Toronto, on nous a dit que les postes où il y avait de la publicité





jusqu'à 22 minutes à 1'heure étaient plus écoutés que les postes de Radio-Canada où il n'y en a pas du tout; et j'aimerais connaître la source de cette information dont vous faites mention à la page dix.

M. THERRIEN: Ca serait assez difficile de vous donner la source de cette information.

Me deGRANDPRE: Est-ce une enquête publique?

M. THERRIEN: Non. C'est une enquête que nous avons menée privément auprès d'un certain nombre de téléspectateurs et auditeurs de la radio, et les réponses sont assez nombreuses pour nous faire affirmer qu'un grand nombre -- nous n'avons pas dit tous les téléspectateurs-- s'objectent de voir de plus en plus les programmes de radio-télévision accorder du temps supplémentaire à la partie commerciale. Nous n'avons pas fait d'enquête à Toronto.

Me deGRANDPRE: Cette enquête que vous avez menée, est-ce qu'elle a été menée parmi la classe dirigeante de votre association ou de toute association par laquelle vous avez mené cette enquête, ou est-ce que vous avez atteint à peu près toutes les classes, tous les niveaux sociaux de la société?

M. THERRIEN: Nous pouvons affirmer que nous avons atteint toutes les classes -- mon Dieu, c'est assez difficile -- mais à peu près toutes les classes de la société, et pas même uniquement chez



les dirigeants de la société, chez les membres de la société.

Me deGRANDPRE: Vous êtes allé en dehors des cadres de votre Société?

M. THERRIEN: Ah! oui.

Me deGRANDPRE: Maintenant, je m'excuse de sauter, mais vous avez une note ici, à la fin de votre mémoire où vous traitez des programmes d'enfants, à la page 27. Est-ce que vous avez examiné cette question de savoir si les programmes d'enfants ne devraient jamais être commandités, étant donné que le commanditaire s'adresse à des enfants et que par eux il puisse exercer une influence indue auprès des parents qui, éventuellement, seront les acheteurs du produit?

M. THERRIEN: Non. Nous n'avons pas examiné cette question; mais je crois que cette question rejoint celle posée tout à l'heure quant au temps accordé à la publicité. Je donne une opinion purement personnelle. Si le programme de publicité est digne et bien fait, sans exagération, nous ne voyons pas pourquoi un programme récréatif -- du moment qu'on admet les programmes avec publicité commerciale-- ne pourraient contenir une publicité commerciale.

Me deGRANDPRE: Vous n'avez pas d'objection de principe pour la publicité au cours





des programmes d'enfants, comme certains autres groupes qui nous ont fait des représentations?

M. THERRIEN: Nous avons surtout objection à la qualité de certaines émissions commerciales. Si on permet de dire que la Compagnie X d'assurance présente ce programme, je n'ai pas d'objection. Je donne un exemple, il peut y en avoir d'autres, ou "la maison Y présente cette émission".

Me deGRANDPRE: C'était une question que je voulais discuter avec vous. Nous avons posé le problème aux annonceurs, à Toronto, et on nous a répondu : "ce genre de publicité qui est appelée dans le métier de la publicité "indirecte" ne produit aucun fruit et c'est pour ça qu'elle a été abandonnée". Est-ce que vous croyez que malgré tout cela que Radio-Canada ou tout corps qui élaborerait le code d'éthique devrait imposer cette annonce indirecte avec l'espoir que l'éducation populaire se ferait et qu'un jour cette annonce indirecte moins ennuyeuse, et moins ennuyante produirait d'égal profit pour les commanditaires. Iriez-vous jusque là?

M. THERRIEN: Je crois que sur la valeur de réponse à une annonce commerciale les annonceurs sont beaucoup plus qualifiés que moi pour donner des statistiques; mais pour résumer, je dirais que d'abord nous avons demandé l'amélioration de la publicité commerciale, et si on trouvait une meilleure formule encore, nous serions bien heureux de la



voir adopter. Pour commencer, ça serait beaucoup si on obtenait que la publicité commerciale, que ce soit chez les adultes ou chez les enfants, soit améliorée.

M. TURCOTTE: Vous n'avez pas d'objection à l'abondance de publicité commerciale pourvu qu'elle soit bien faite?

M. THERRIEN: Je crois que si elle est abondante elle n'est pas bien faite.

Me deGRANDPRE: Vous traitez également, à la page 28, du problème de liberté d'opinion à la radio et à la télévision; et dans ce domaine vous mentionnez plusieurs programmes comme "Les idées en marche", "Le Choc des idées" etc. Est-ce que, d'après vous, la formule adoptée par Radio-Canada à l'heure actuelle est la bonne en ce sens qu'on accorde 27 ou 28 minutes à deux écoles ou trois écoles de pensée, si vous voulez, au cours d'un même programme et on leur laisse libre cours pendant cette courte période, avec la conséquence presque inévitable que l'auditeur demeure avec toujours un point d'interrogation considérable à la fin de l'émission.

On nous a indiqué que les émissions y gagneraient peut-être si un point de vue était exposé une semaine et un autre point de vue exposé la semaine suivante ou dans une quinzaine.

D'autres groupes nous ont indiqué que cette formule proposée était dangereuse parce que le spectateur pourrait manquer cette prochaine émis-



sion et rester sous le coup d'une seule des deux émissions; et que la vraie formule serait d'allonger cette période de façon à ce que le problème soit vidé davantage. Est-ce que dans ce domaine-là vous avez des vues particulières?

M. THERRIEN: Je crois que nous favoriserions plus le système de discussion. Quand nous parlons de liberté d'opinion, il ne s'agit pas évidemment de permettre à quelqu'un de venir prêcher à radio le renversement, par exemple, du gouvernement par la force. Evidemment, nous parlons de liberté d'opinion dans les cadres où doivent se maintenir la liberté d'opinion et la liberté de pensée. Nous favoriserions le débat à la condition, encore une fois, que ce débat ne se résume pas à l'exposé d'une théorie par une personne qui prend 23 ou 25 minutes pour elle seule; et dans les cadres de la constitution nous croyons que ces discussions devraient être organisées non pas par des clans --- et qu'on me permette ici de ne pas citer d'exemple, parce que nous ne sommes pas ici pour juger, nous ici pour faire des recommandations--- mais quand nous parlons de liberté d'opinion nous avons en mémoire un fait qui s'est produit pendant la guerre. Nous disons que nous l'oublions, mais il s'est passé; et nous sommes d'opinion qu'à ce moment-là Radio-Canada a délibérément refusé qu'on expose à Radio-Etat une question sur laquelle le gouvernement demandait à l'électorat de tout le pays de se prononcer. Tous ceux qui se rap-





pellent le temps de la guerre se rappellent surtout que sur la question du referendum Radio-Canada a été fermée à ceux qui prêchaient le vote du non et ouverte à ceux qui prêchaient le vote du oui. Nous croyons que ceci n'est pas démocratique du tout; et l'expérience nous apprend que quelquefois on peut violer cette liberté d'opinion d'une façon assez flagrante. Nous avons dit qu'en principe nous devons, dans les cadres de la constitution, nous devons respecter la liberté d'opinion non seulement d'une partie du Canada mais de tout le Canada.

M. TURCOTTE : Vous touchez là un sujet sur lequel j'aimerais à avoir votre opinion. Ne remontons pas à la guerre mais depuis la fin de la guerre. A la page 21, vous traitez de l'influence du gouvernement fédéral sur la Société Radio-Canada. Vous dites que l'Etat central ...." dispose d'un puissant instrument de rayonnement. Aucun observateur impartial ne peut nier cette affirmation. Grâce à la radio et à la télévision, le gouvernement d'Ottawa influence directement l'opinion publique."

Pouvez-vous dire exactement comment, selon vous, le gouvernement fédéral influence l'opinion publique par le truchement de Radio-Canada?

M. THERRIEN: Nous avons dit dans notre mémoire, à la suite de ce que vous venez de résumer, monsieur le Commissaire, que ceci se fait par



la force même des choses. Je vais donner un exemple: quand Radio-Canada donne une émission complète sur les travaux en cours de la canalisation du Saint-Laurent, par le fait même des choses le pouvoir fédéral fait une propagande sur son oeuvre de la canalisation du Saint-Laurent.

M. TURCOTTE: D'abord, c'est une nouvelle cela; c'est un fait, c'est un événement. Et d'ailleurs si vous connaissiez le dessous, ce sont les Américains qui ont pris l'initiative; c'est une idée américaine à laquelle Radio-Canada a pratiquement été obligée de contribuer. De toute façon, c'est un grand événement économique de grande influence sur l'industrie et l'avenir du Canada. C'est une information tout simplement, cela. Il se trouve que c'est le gouvernement. Si c'était un autre gouvernement, ce serait encore le gouvernement.

M. THERRIEN: D'accord. Nous n'avons pas dit "le gouvernement central fait directement de la propagande à Radio-Canada".

M. TURCOTTE: Est-ce que vous pensez que dans les informations de tous les jours, est-ce que vous pensez qu'il y a une influence du gouvernement qui s'exerce pour influencer l'opinion publique dans un sens qui serait favorable à ceux qui sont au pouvoir à ce moment-là, une influence volontaire?

M. THERRIEN: J'aimerais mieux m'en





tenir à la réponse que je vous donnais. J'aimerais mieux vous donner des notes après en avoir discuté avec mon comité; mais ce que je peux dire et ce que j'ai dit jusqu'à présent est en conformité avec le mémoire soumis. De par son rôle même, même s'il n'y a pas de pression exercée en arrière de Radio-Canada, évidemment, quand on parle de réalisations et qu'on consacre des émissions entières, par la force des choses le gouvernement se trouve à bénéficier d'une propagande de ses oeuvres, et je n'ai pas touché du tout la question de savoir si le gouvernement influence directement Radio-Canada.

M. TURCOTTE: Ce n'est pas une façon d'influencer l'opinion publique; c'est de l'information.

M. THERRIEN: C'est une conséquence.

M. TURCOTTE: Dans n'importe quel domaine il suffit de donner une information pour que le public sache qu'un tel ou un tel a fait telle ou telle chose. C'est de l'information purement; ce n'est pas une façon d'influencer l'opinion publique, c'est de le renseigner tout simplement; c'est la tâche de tout service d'information.

M. THERRIEN: L'information est une chose et l'influence qui en découle est une autre chose.

M. TURCOTTE: Si vous permettez, à la



page 23, vous recommandez, vous dites : "...nous prions le gouvernement de notre province de prendre les mesures qui s'imposent pour organiser un service de radio et de télévision. Cette initiative lui permettra de s'acquitter de ses responsabilités particulières envers le groupe culturel canadien-français". Est-ce là une idée qu'on a jetée en passant ou est-ce que la Société Saint-Jean-Baptiste a vraiment étudié à fond tout le problème qui se poserait advenant le cas où ceci serait autorisé: sur le coût de la chose, comment cela pourrait s'intégrer à des postes de langue française dans les autres provinces, etc., ou est-ce un désir assez vague que le gouvernement provincial exerce un certain pouvoir dans ce domaine?

M. THERRIEN: Nous n'avons pas étudié plus loin que les décisions qui ont été rendues, et nous admettons que les tribunaux ont décidé que la radio et la télévision sont du domaine fédéral. Nous sommes devant un fait accompli; mais ce n'est pas simplement un désir vague. Nous disons que chaque gouvernement provincial devrait, s'il le désire, avoir son poste privé.

M. TURCOTTE: Vous dites bien "son poste"?

M. THERRIEN: Evidemment, qui pourrait être un poste provincial, si vous aimez mieux.

M. TURCOTTE: C'est pourquoi je voulais



rattacher cela à une autre idée que vous mettez de l'avant à la page 18 : "Le réseau canadien-français de radio doit être complété le plus tôt possible. Que l'Etat central mette à la disposition de la Société Radio-Canada les argents nécessaires à cette fin. Il faut immédiatement prévoir un réseau de télévision au service de tout le groupe culturel canadien-français". Vous exprimez le désir que ça se fasse, n'est-ce pas?

M. THERRIEN: Oui.

M. TURCOTTE: Alors, admettons que dans la province de Québec le gouvernement provincial soit autorisé à créer un service. Un poste de radio et de télévision ne suffirait pas parce que son rayonnement ne suffirait pas; il lui faudrait un réseau afin de servir l'intérêt culturel français dont vous parlez. Maintenant, advenant la création de ce réseau, qu'attendez-vous de plus du poste ou du réseau que Radio-Canada ou les postes privés, comme CKAC, donnent à l'élément français de la province de Québec? Qu'est-ce que ça pourrait donner de plus? Je ne dis pas que vous avez tort. Je vous demande : "Pourquoi désirez-vous cette chose et qu'est-ce que ça donnera de plus à l'élément français de Québec que nous n'avons pas dans ce moment avec Radio-Canada et les postes privés?"

M. THERRIEN: Nous n'avons pas demandé que le poste provincial... quel qu'il soit... et





cela ne s'applique pas seulement à notre province, nous le disons clairement dans notre mémoire; ça devrait s'appliquer dans toutes les provinces.

M. TURCOTTE: Vous dites "nous prions le gouvernement de notre province".

M. THERRIEN: Oui, si la loi lui donne le privilège d'obtenir un poste privé qui serait le poste provincial; nous disons 'le gouvernement provincial'; et puisque nous circulons dans l'orbite de la province de Québec, nous disons "que notre gouvernement provincial bénéficie..." de ce privilège ou fasse le nécessaire pour en bénéficier si c'est accordé par la loi.

M. TURCOTTE: Vous voulez cela dans un but; dans le but de servir l'intérêt culturel canadien-français?

M. THERRIEN: Certainement.

M. TURCOTTE: Je vous demande dans quelle mesure cela ferait-il davantage. Est-ce que ça ne ferait pas double emploi?

M. THERRIEN: Non, ce n'est pas mon opinion, parce que nous ne demandons pas ce poste comme réseau pour tout le Canada; nous demandons ce poste pour chacune des provinces où elle pourrait exercer son influence dans le domaine de l'éducation qui est son domaine particulier et particulièrement



réservé par l'Acte de l'Amérique du Nord.

M. TURCOTTE: Un seul poste ne couvrirait pas toute la province qui est immense, et même CBF qui est puissant, ne rayonne pas loin non plus que certains postes privés puissants. Il vous faudrait plusieurs postes pour couvrir toute la province, postes de radio et de télévision. Les postes de télévision ne rayonnent pas loin; il en faudrait plusieurs. Ça coûte énormément cher. Est-ce que ça vous donnerait davantage que ce que vous avez maintenant?

M. THERRIEN: Nous croyons que oui, au point de vue culture canadienne-française, parce que ce poste serait absolument dirigé par des Canadiens français. Nous ne pouvons pas demander à des gouverneurs en majorité anglophones de concevoir, par exemple, l'éducation comme le font les Canadiens français; et ceci dit, et c'est compréhensible, il ne s'agit pas de trouver qu'on a une mauvaise conception du côté anglophone; au contraire, mais on ne peut pas leur demander de concevoir l'éducation pour le groupe culturel canadien-français comme on conçoit l'éducation pour le groupe culturel anglophone.

M. TURCOTTE: Est-ce que je peux vous demander si vous entendez l'éducation scolaire, en ce moment?

M. THERRIEN: Oui.

M. TURCOTTE: Vous parlez de l'éducation





scolaire dans une autre page. Je ne sais pas si vous êtes au courant, mais vous dites que dans les autres provinces les Ministères de l'instruction publique se sont accommodés facilement de Radio-Canada parce qu'ils sont anglophones; mais il y a un détail que vous ignorez: c'est que dans les autres provinces Radio-Canada se fait simplement l'instrument physique, si vous voulez, mais que les programmes sont préparés par les Ministères de l'Instruction publique dans ces autres provinces, et autant que je sache, on pourrait peut-être me corriger, - Radio-Canada travaillerait simplement, met ses moyens techniques à la disposition des ministères de l'Instruction publique, mais que les programmes sont préparés par les Ministères eux-mêmes. Donc, rien n'empêcherait la province de Québec, si elle le désire, de soumettre entièrement ses programmes éducatifs et de se concerter avec Radio-Canada et les postes privés, parce que Radio-Canada ne couvre pas le pays tout entier; c'est un système de postes publics qui travaille de concert avec les postes privés -- rien n'empêcherait de faire la même chose dans la province de Québec sans qu'il en coûte un sou à la province; et ce serait le Ministère de l'Instruction publique de la province de Québec qui pourrait le faire. Il n'est pas nécessaire d'être propriétaire de poste. Au point de vue scolaire, dans les autres provinces, ça se fait par l'intermédiaire de Radio-Canada, mais ce sont les provinces qui fournissent les programmes.



M. THERRIEN: Je ne suis pas au courant exactement comment on a procédé; seulement, dans notre résolution qui apparaît au texte du mémoire, il s'agissait là d'une tentative générale. Je ne sais pas qui prépare les programmes, mais il semble que nous n'ayons pas tout à fait la même conception et c'est là que je vois le danger. Vous dites : "Les provinces n'ont qu'à soumettre les programmes". Je conçois le problème différemment.

M. TURCOTTE: Non seulement soumis, mais accepté.

M. THERRIEN: C'est là le danger. Nous croyons que le domaine de l'éducation étant strictement réservé aux provinces, et tout ce qui est matière éducationnelle ne devrait pas être soumis à Radio-Canada. Au contraire. Toute émission de caractère éducationnel dans la province de Québec par Radio-Canada devrait être soumis à la province de Québec. Autrement, ce serait nier l'autorité absolue des provinces en matière d'éducation.

M. TURCOTTE: J'en reviens à cette idée d'un poste de la province qui ne couvrirait pas toute la province toute entière; il faudrait absolument un réseau.

M. THERRIEN: Disons un réseau provincial.

M. TURCOTTE: Et qui ne ferait



forcément pas seulement de l'éducation scolaire, qui ferait des programmes dramatiques, musique et tout. Ca coûterait assez cher; et ne pensez-vous pas qu'il ne faudrait pas oublier les éléments français dans les autres provinces du pays. Comme vous le faites si bien dans les autres pages, vous réclamez la création d'un réseau non seulement de radio mais vous réclamez la création d'un réseau de télévision, et le fait est que ça nous est réclamé ailleurs. Seulement si dans la province de Québec vous divisez l'auditoire de Radio-Canada par un auditoire qui sera de Radio-Québec, vous divisez les revenus, vous aggravez la difficulté financière qui se pose déjà dans l'extension du réseau français à travers le pays et qui, selon vous, est très désirable. Est-ce que vous ne travaillez pas contre votre propre intérêt? Est-ce que ce que vous proposez ne nuira pas à ce que vous voulez obtenir dans le reste du pays?

M. THERRIEN: Nous ne le croyons pas. Nous croyons que l'un peut aller avec l'autre; et je le répète: pas seulement dans la province de Québec, dans toutes les provinces. Evidemment, ce serait à la province de décider, elle, si premièrement, elle a les moyens. Il y aurait peut-être lieu de ne pas accorder à ce poste provincial autre chose que de faire des émissions de nature culturelle, de nature éducationnelle. On pourrait peut-être s'entendre à ne pas lui ouvrir le champ





de la publicité, et ce serait peut-être pour le mieux.

M. TURCOTTE: Que penseriez-vous d'un poste universitaire ou une université quelconque qui en ferait la demande. Avez-vous pensé à cet aspect du problème. À ma connaissance on ne l'a jamais fait, mais est-ce que ce n'est pas le moyen le plus évident d'arriver aux fins que vous souhaitez; si vous voulez accomplir ce que vous avez en vue, est-ce que ce n'est pas à une université plutôt qu'à un gouvernement?

M. THERRIEN: Ce serait peut-être une solution, mais nous savons par expérience que ce n'est pas facile pour une institution privée. La Société Saint-Jean-Baptiste de Montréal, il y a quelques années, a fait une demande pour un permis de poste culturel et éducationnel et, quelles que soient les raisons pour lesquelles on lui a refusé, le fait demeure qu'on le lui a refusé. Maintenant, je n'aurais pas d'objection que l'Université McGill obtienne un poste; mais si c'était l'Université McGill qui l'obtenait, à Montréal, pour la province de Québec, je ne vois pas beaucoup comment on avancerait le fait français et la culture française. Il faudrait que ce soit une université de langue française si nous voulons arriver au but visé par cette demande que nous faisons dans notre mémoire. Peut-être qu'il y a là un mode d'accorder un poste



culturel et éducationnel qui atteindrait le but que nous demandons par un poste du gouvernement.

M. TURCOTTE: Et dont le rayonnement serait très limitée, même dans la province de Québec?

M. THERRIEN: C'est pour cela que si c'est le gouvernement provincial, qui dispose de moyens pour ce poste culturel et éducationnel provincial, lui aurait peut-être plus de facilité d'établir un nombre de postes qui circuleront uniquement dans la province, ce qui n'empêcherait pas Radio-Etat, si les programmes sont de réelle qualité, de s'en servir, de les propager dans les autres centres où il y a des Canadiens français. Evidemment, ce n'est pas une question qu'on peut régler tout de suite et trouver une solution au problème harmonieuse et définitive. Connaissant les ressources de nos universités, il faudrait peut-être que ce soit le gouvernement qui vienne à la rescousse pour que l'Université soit capable de supporter la dépense de la création du poste et son entretien.

THE CHAIRMAN: Mr. Therrien - this provincial service would have to be provided at cost to the taxpayer would it not -- the provincial taxpayer?

MR. THERRIEN: Yes - as the Federal





service ---

THE CHAIRMAN --- is provided now?

MR. THERRIEN: Is provided by a tax on the tax-payers.

THE CHAIRMAN: Yes -- and I understood that Mr. Turcotte was questioning you upon the other section of your brief where you ask for an extension of both radio and television service to all groups of French Canadians throughout Canada, which would be at the expense of the Federal government?

MR. THERRIEN: Yes.

THE CHAIRMAN: Do you think that we can afford both what is the equivalent of a series of provincial networks and also an extension of our existing Dominion network -- that is to say, all to come out of the Canadian taxpayer?

MR. THERRIEN: Yes but I think you will admit Mr. President that as far as the provincial station itself is concerned, this is a question that the citizens of Quebec would answer, as far as cost is concerned -- you have the very same situation in other fields.

THE CHAIRMAN: Oh I quite agree, but I am suggesting to you that if you have the increased expense to the taxpayer, and it is all one taxpayer sooner or later, then you have an added expense to the taxpayer to provide a provin-



cial service, and it may be difficult to expect the same taxpayer to contribute to the extension of the service in the Dominion sphere.

MR. THERRIEN: The only surplus of tax which would affect the Canadian citizen would be limited to the citizens of Quebec Province - for example you have the Federal income tax and you have the provincial income tax in the province of Québec.

THE CHAIRMAN: Yes, that is right.

MR. THERRIEN: And the province of Quebec has to deal with this problem, so the extra cost of cultural and educational stations within the province -- whether it is the province of Quebec or Ontario or any other province - I think must lie with the taxpayer of that province, for provincial taxation only.

THE CHAIRMAN: Yes, - just pursuing this point on page 18 -- also dealing with finance and leaving out the question of the provincial service which are you talking about -- about the middle of the page you say that the television network service should be extended across Canada and that you hope the French Canadian minorities in the Maritimes and in Ontario and the West will not have to wait twenty years before having French television --



MR. THERRIEN: Yes . . .

THE CHAIRMAN: I would like to ask you a question about that - we all know that television is an expensive business . Of course the desirable objective is to make it available to as many Canadiens as possible, but there are surely some practical limits to the coverage. For instance, for a very long time no one would suggest that you should have television in Aklavik or on the shores of Labrador - even though there may be a few Canadiens living there -- it just is not practical. Now we have attained throughout Canada eighty per cent coverage, on the average, across the whole of Canada. That is the National average, but I find that from the last report of the C.B.C. - and we will have to check this more carefully -- that the present average in service on television is reaching four million French-speaking Canadiens. According to the last estimate the French-speaking population as of the 1st June was 4,640,000 so that that means - if my arithmetic is correct -- that the French-speaking system is now reaching over 86% of the French-speaking Canadians, compared to the national average of 80% - or just over 80%. In other words, the coverage of the French television system in terms of the total French speaking population, is slightly ahead of the national average. Now does that in any way qualify your request for an extension of





this - except in the general terms that we would like to see it happen when it can be afforded. You are speaking of this as an immediate thing - and that these people should not have to wait for 20 years to get it.

MR. THERRIEN: My answer is, Mr. President - I agree with you that where there is nobody it would be senseless to make the expense of creating television stations. Our only aim in the declaration we have made in our memorandum is that where you have a sufficient group of citizens of Canadiens who speak French, they should not be put to a disadvantage compared to any other citizen, and should have the privilege of French television or radio -- we understand it cannot be done tomorrow.

THE CHAIRMAN: That is right.

MR. THERRIEN: It might take time, but it should not be put aside just because they have next to them the English service -- that is the purpose of our recommendation.

THE CHAIRMAN: I think you have now made it much clearer than it was in your brief and the way you put it, is that there should be a sufficient group - I think you would also agree that a sufficient group in television is probably considerably larger than a sufficient group in radio -- it has to be, has it not?



MR. THERRIEN: I would not agree with that entirely because the group is the group -- and if you have a service for certain parts of Canada where you have a group which is sufficiently large to justify the expense -- then they are entitled to the same service as the others -- now we have said in our memorandum that radio in French-speaking Canada has a good record - and we maintain that.

M. TURCOTTE : C'est précisément pour cela: vu les difficultés déjà inhérentes à l'extension du réseau français à travers le pays, que vous estimez désirable, je me demande si vous ne luttez pas contre ce que vous souhaitez si ardemment en proposant la création de réseaux provinciaux qui peuvent difficilement se relier aux autres. Vous divisez en quelque sorte l'auditoire et les revenus. En somme, les postes provinciaux devront vivre d'une façon ou d'une autre. Finalement, vous diluez tellement que vous ne pouvez plus couvrir tout le terrain. Ce n'est pas vrai?

M. THERRIEN: Non. Je dis que la réponse appartient à l'électorat de la province qui veut se prévaloir de cette autorisation de créer un poste culturel et éducationnel.

M. TURCOTTE: N'est-il pas possible que cet électorat d'une province oublie ses compatriotes des autres provinces?





M. THERRIEN: Je ne crois pas. L'un peut aller avec l'autre. Il pourrait même, ce poste, faire des émissions destinées aux compatriotes des autres provinces et les offrir à Radio-Canada pour les transmettre sur son réseau. Ce n'est rien d'impossible au point de vue technique. Je ne suis pas technicien, mais je comprends que ce n'est rien d'impossible.

THE CHAIRMAN: We thank you very much, Mr. Therrien, for your brief and we wish you would thank the members of your committee who worked on it. We also thank you for your patience and your submissions.

MR. THERRIEN: I wish to thank you Mr. Chairman for your patience in listening to my answers.

THE CHAIRMAN: We enjoyed it very much Mr. Therrien - thank you.

We will now adjourn for five minutes and will then hear the next brief.

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## SUBMISSION OF

THE CANADIAN CHAMBER OF COMMERCEAppearances:

W.F. Macklaier, Q.C.	Presenting brief
J.C. Crean	President
A.M. Henderson	Vice-Chairman of the Executive Council
M.P. Murphy	Member of the Executive Council
Maj. Gen. R.H. Keefler	Member of Executive Council
D.L. Morrell	General Manager, Canadian Chamber of Commerce
W.J. McNally	Secretary of the ad hoc committee on broad- casting
W.J. Sheridan	Assistant General Manager
Raymond Dupuis, Q.C.	National Vice President, Canadian Chamber of Commerce
Roy Crabtree	Member of Executive Committee



THE CHAIRMAN: The next brief we are to have is that of the Canadian Chamber of Commerce to be presented by Mr. W. F. Macklaier, Q.C., and assisted by a number of the officers and members of the special committee of the executive council. We will begin by marking the brief as Exhibit 170.

---EXHIBIT NO. 170: Brief of the Canadian Chamber of Commerce.

THE CHAIRMAN: Will you present it, Mr. Crean, as national president?

MR. CREAN: As you know, Mr. Chairman, the Canadian Chamber of Commerce is a national federation of over 750 Boards of Trade and Chambers of Commerce right across the country, not only in the ten provinces, but also in the Northwest Territories and the Yukon. There are further details about the makeup of the Canadian Chamber in our brief. The Canadian Chamber has had a specific policy declaration on television and broadcasting for a number of years. If I may, I would like to take this opportunity of introducing the gentlemen who are here on behalf of the Canadian Chamber: first I would like to introduce our National first vice-president, Mr. Raymond Dupuis, Q.C.; Mr. A.M. Henderson, the vice-chairman of the executive council; Mr. Martin Murphy, the chairman of this ad hoc committee who prepared the brief; Mr. W.F. Macklaier, who is going to present the actual brief to you; Major General Keebler, a member of this ad hoc committee; Mr. Roy Crabtree, a member of the executive





council; Mr. D.L. Morrell, general manager of the Chamber; Mr. W.K. Sheridan, the assistant general manager of the Canadian Chamber, and Mr. McNally, the manager of our policy department.

Mr. Macklaier, who is also a member of our executive council, will present the brief, and I would like to ask him to continue, if this is your pleasure, sir.

THE CHAIRMAN: Thank you, Mr. Crean. I think we will have Mr. Macklaier present the brief in whatever form seems best to him, and when we come to the questioning I would like you to feel that any member of your delegation may feel free to add comments, and so on, if Mr. Macklaier agrees that that is a suitable way to proceed.

MR. CREAN: Thank you very much.

MR. MACKLAIER: Mr. Chairman, just to help us adjust our plans, what is your usual procedure with regard to the adjournment?

THE CHAIRMAN: I am, to some extent, in the hands of those who present the briefs. Usually we do not mind sitting a little later, but today we are under a slight difficulty because Mr. Turcotte has to make a radio recording at the noon hour, and I think we would try to adjourn as close to 12.30 as we can, resuming at 2.30. It may mean you will have to come back after lunch.

MR. MACKLAIER: I am sure it will.

THE CHAIRMAN: Yes, we have many questions, and it is an important submission.



MR. MACKLAIER: Some of the committee may want to make plans, and this information will help them.

THE CHAIRMAN: We will adjourn as close to 12.30 as we can, and resume at 2.30.

MR. MACKLAIER: Mr. Chairman, while I am sure that in your private capacities the members of your Commission require no enlightenment as to the nature and position of the Chamber of Commerce, at least for the purpose of the record I would like to quote the opening paragraphs of the Chamber's brief in this regard. It reads: "The Canadian Chamber of Commerce welcomes this opportunity to present to the Royal Commission on Broadcasting its views on certain aspects of the terms of reference before the Commission.

The Chamber is the voluntary federation of more than seven hundred Boards of Trade and Chambers of Commerce. These Boards of Trade and Chambers of Commerce (in Canada, the terms are synonymous) are community organizations existing in municipalities of all sizes in all ten provinces in the Yukon and the Northwest Territories. More than 75 per cent of the member Boards and Chambers in this federation are located in communities having a population of 5,000 or less.

Within the membership of The Canadian Chamber of Commerce, also, are some twenty-five associations, which are national trade, business and professional associations connected with the business and professional life of Canada, and more than 2,400 Canadian companies.

Community Boards of Trade and Chambers of





Commerce are established to promote the welfare and general advancement of the communities and districts in which they operate. The Canadian Chamber of Commerce includes among its objectives the development of an informed public opinion on matters of national importance and supports Canada's economic system based upon private initiative and individual enterprise."

I simply want to start off making the point that the Chamber is independent. Its base is one of almost maximum possible breadth, geographically, and as regards its being representative of all areas of Canada and of Canadian business, professional, trade and executive citizenship. It may be appropriate at this stage to bear in mind a question my learned friend Mr. de Grandpre asked Mr. Therrien as to how the brief was prepared and what its background was.

The brief was prepared by an ad hoc committee in consultation with the permanent staff of the Chamber. It was then discussed at considerable length by the executive council of the Chamber, emerged from that session in somewhat modified form, and finally went to the Board of Directors of the Chamber from which it emerged in its present shape. So much for the way in which it got there.

I may say, Mr. Chairman, I am going to talk around my brief. Unless you feel otherwise, I didn't propose to read it. I think a read brier, like a read sermon, is pretty dull stuff.

THE CHAIRMAN: We have read your brief, in any case, but I think it would be desirable for you to at



least outline it.

MR. MACKLAIER: I think I will cover most of it, which will in part have to be read, from my notes.

The principle which constitutes the Chamber's main submission to your Commission was formulated quite independently of your appointment and long before your establishment; in fact, eight years before. It is no spur of the minute viewpoint. It falls particularly within paragraph 1(f) of the terms of the Order in Council which constitutes your mandate. For over eight years the Chamber has supported the principle which was reiterated at the annual meeting last October and was then stated in the following terms:

"Radio and television offer two of the most influential channels of communication. The Chamber believes in the principle that no person or organization in any field should be both competitor and regulator and urges the establishment of a separate regulatory body having minimum essential regulatory powers over radio and television broadcasting in Canada."

This, Mr. Chairman, is what our members think, and what they have consistently thought for the last eight years.

THE CHAIRMAN: I don't want to interrupt you as you go along, but has there been any real debate on the question of radio and television in recent years, or is this something which is in the policy





declarations and is repeated at the annual meeting without any substantial debate?

MR. MACKLAIER: In the first place, Mr. Chairman, I wasn't there, so I won't attempt to answer that. Mr. McNally can channel that for me and deal with it himself, or pass it on.

MR. McNALLY: I think, Mr. Chairman, I may deal with it myself. This policy on radio and television is put forward in the preliminary policy statement which is sent forward to the annual meeting but goes through the process of debate at a national policy committee level, which is a committee composed of 50 local boards and chambers, and then goes on to plenary. There has been considerable support for this policy at the national policy level and at the plenary sessions. There has not been too much debate against the principle, but there has been considerable support for the policy that was enunciated at the national policy level and at the plenary sessions.

THE CHAIRMAN: I think I had better not ask the questions as we go along. You make your presentation, and we will come back to the questions.

MR. MACKLAIER: As you like, Mr. Chairman. In developing the thesis -- it may disappoint you, or it may not, but you have read the brief -- the thesis, the formulation is, to all intents and purposes, a specific one. We are not going to rightly or wrongly emulate my predecessor and cover a great field. We are a national organization. There is a specific point which has bothered the Chamber very much, and in the





main I am going to devote myself to that specific point, and in developing the thesis I want to allude to some propositions which I am sure you have heard from many of my predecessors and which, while they may be trite, are as true as they are venerable. Thus, no one can serve two masters with equal fidelity to each; however conscientious one is, one's duties and interests must not be allowed to conflict. Nobody can be a judge in his own cause. Nobody can be both competitor and regulator, regulating those with whom it competes. No one can play in the ball game and then step out of the box and get in and umpire. These propositions are basic, they are fundamental to the ethics of life in which the Chamber believes, and I don't think you, Mr. Chairman, and your colleagues have any quarrel with them. It is my job to tie them into the thesis I am going to make.

Let us examine whether they have any application in the case of the Canadian Broadcasting Corporation. It is our submission that the CBC, if I may abbreviate, does compete with privately owned broadcasting organizations as well for audience as for commercial revenues. I didn't think any demonstration of this would be required of me, but from the record of the Commission I may be wrong in this case, and I don't want it to be taken for granted. So, I have endeavoured to put together somewhere in our brief and somewhere additional to it some of the instances which to my mind constitute the competition which is the first leg of my thesis.

CBC, in our submission competes with the



privately owned organizations under a great many headings, including licences, frequencies, audience, advertisers and advertising revenue. As we see it, the only commodity that a broadcasting system has for sale to potential advertisers is audience; that is their stock-in-trade so far as the relationship between the stations and advertisers is concerned. All stations undoubtedly compete for audience. If there are government and non-government stations in the same area, the question arises, which one is the audience going to listen to; which one is the advertiser going to patronize. Certainly they are in competition. If the activities of the CBC in the area reduces the listening audience of a privately owned station, they do reduce the latter's usefulness to the public and to its advertisers, and in the result affect its revenue. Surely that is competition. Again, advertisers wishing to buy time on a national network must purchase that product from the CBC. The point has been made, at least in the radio field as I understand it, that the CBC no longer carries local or spot advertising. I don't think that is by any means the end of the problem. The advertising content of its networks constitutes competition with the private station because both are seeking a share of the national advertiser's advertising appropriations. The more he pays CBC for the network advertising, the less he has got left, if he has anything left, with which to patronize the local station. After all, the national advertiser probably has the biggest advertising budget, and all stations whether government or non-





government, are after the advertiser's dollar. For instance, the tobacco companies. While all media are not the same, it still remains true that at the level of local advertising, for instance in Montreal, CBC stations do compete with local stations for local advertising. The Chamber of Commerce is not here from any self interest or as any special pleader, but I believe these illustrations demonstrate sufficiently the fact that there is competition. I have no doubt that you have heard special pleaders on the point, and you will hear more in the ensuing days of your hearings, but it seems to me it must follow very patently that CBC is in competition with the privately owned stations.

The charge is that CBC is both competitor and regulator of those with whom it competes. I hope I have made the point that it is a competitor. Let us look at the matter of whether it is a regulator. The Chamber's submission is, of course, that it should not continue to be both. Your Commission is much more familiar than I with the Broadcast Act, and I don't think I want to wear out my welcome by getting into the sections of the Act in great detail, but if one is looking for evidence of regulation one has not got to go very far to find it. If you take the main sections in sequence -- section 20:

"No private station shall operate in Canada as part of a chain or network of stations except with the permission of and in accordance with the regulations made by the Corporation."



There are, of course, a multitude of regulations and, under this heading, notably regulation 14. Section 21:

"The Corporation may make regulations..."--

then there is a great long list of subject matter which may be covered by the regulations. CBC has, of course, made the regulations, and it has done so very extensively and almost exhaustively, I think. Some of them, in the view of the Chamber, are extremely sweeping; for instance, regulation 11 dealing with programmes. If that regulation was applied fully as written it could jeopardize and even kill the commercial livelihood of the private stations, and I don't think it is any answer to say, "They are still living, so it can't have been exercised to that extent." The point is that it could be done. Section 22, and with that, Section 5 of the Radio Act, dealing with applications: the minister before deciding the application refers the matter to the Corporation; the Corporation gives public notice and then makes such recommendations to the minister as it may deem fit. It will be contended that the ultimate decision in that respect is that of the minister. It is legally, but I think the parallel is very close to that of the hearing of a Privy Council appeal where they advise Her Majesty as to what the outcome of the appeal should be, and I think the recommendation to the minister is very closely akin to that, and that practice has shown that.

THE CHAIRMAN: Did you say practice had shown that?



MR. MACKLAIER: I think so, yes. I think there is one instance where it didn't, but even there the decision carried an alternative recommendation.

THE CHAIRMAN: The only instance we have yet had of any conflict between applications for license by CBC and the private stations is the case where the recommendation from the CBC was for a CBC station, and the license went to a private station.

MR. MACKLAIER: Well, it was a little more than that, wasn't it? I haven't got the terms of the recommendation, but did the recommendation not say, "We would like it, but if you can't give it to us, then give it to them."?

THE CHAIRMAN: Yes, that is right: "We would prefer to have it ourselves, but if you don't give it to us, then give it to these people as being proper and valid people to have it."

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MR. MACKLAIER: That is right. Well, my quarrel is with the system on a broad approach. Throughout these sections the dominant authority is the corporation, and in no case, save one, is there even a right of appeal. As you know, there is this right of appeal under subsection 6 of section 21, but that is an extremely limited right, that is a right of appeal from an Order of the Corporation in regard to the evaluation of the regulations, but even the appeal is not a general appeal, it is only an appeal on the ground of law. You and I have had experience, enough experience to know that there may be many cases if there was not an appeal on questions of fact or discretion, an appeal might be called up, but there is only an appeal on the question of law. Our quarrel is with the system.

I do not think it can be denied seriously, and I do not think you do deny it seriously, that the CBC does regulate privately owned stations, and it is further important that it is at least regulating in a manner that would jeopardize their earning power and their ability to survive. That is a proposition with which the Chamber has a violent quarrel. That is a proposition that the Chamber has urged for so many years. I think I should, Mr. Chairman, for the purpose of the record and out of fairness to all concerned, make it clear that in the brief the words "unfair competition" have been used, and I want to make it quite clear that the words "unfair competition" were not used



in the sense in which they were formerly used in the Unfair Competition Act or in the sense of which they are now used in the Trade Marketing Act. The choice of words may have been unhappy, but it depends on what you mean by unfair competition and what we mean is we think the competition is unfair when the entity regulates competitors.

THE CHAIRMAN: You are not suggesting unfairness in fact or in act by the CBC?

MR. MACKLAIR: I am not quoting any specific instance of it; I am merely making the point that in so far as there is a statutory meaning to the words "unfair competition", the statutory meaning being, broadly speaking, that there has been some violation or misleading or there is a dishonest business practice; we do not mean that, and that is all I am saying at the moment.

I think while I am digressing I should also digress to make it clear that the Chamber has no quarrel with the individuals who presently control the CBC. Our quarrel is with the system; we think it is a bad system, an unhappy system; we think it is a system under which no one can do a proper and conscientious job. We think the people who are now trying to do the job are doing as good a job as anyone can do; we feel Parliament has put them in a difficult and invidious position, and we feel your Commission should recommend they not be kept in that position.

It has been said before you, I am sure,





that it is not merely a matter of justice being done but it being manifest that justice appears to be done, and we think that is the trouble.

It is not a matter of the evil, it is the matter of the appearance of the evil, and that is the thing which the present system, the present law, the present system, in our view, is an improvident one and it is one in which no organization, be it CBC or any other organization, can handle the conflict of interests that follow as a result of parliamentary action.

In the Montreal Gazette back in May, following one of your sessions, there was an editorial from which I would like to quote, and adopt as my own, because I think it is very succinctly and very forcibly put:

"The Overwhelmed System

"The general impression given by yesterday's report, ably organized as it undoubtedly is, is the impression of one body attempting to do too much. The problems of the present are complex enough; those of the future are staggering.

"The whole question of how and where television is to be extended, the relations of private stations and the CBC in sound broadcasting and in television, the content of programmes, the degree of commercialization, the rising costs, the desirability of



licences to operate TV sets -- all these and other questions are overwhelming the CBC like a tide . . . it is not easy to sit on the bench, then pass into the juror's box, then appear a moment later on the floor of the court as special pleader, and then, in the twinkling of an eye, scamper up to the bench again. This splitting of personality can scarcely be described as the integration of functions in the public interest. . . . The time has come for the CBC to be a broadcaster, and for an independent body to be the regulator."

That, in substance, is the submission of the Chamber. Now, Mr. Chairman, in suggesting the separation of the regulatory functions from the operational, we are not urging anything that is exceptional to Canada; in fact, I think it is the rule rather than the exception. One could quote many instances, many probably have been quoted. Take, for instance, the Income Tax Act; income tax appeals are decided in the first instance by the Board of Referees, and they decide against the Income Tax Division probably more than in favour of it. At least they are completely independent, at least they have no conflict of interests.

THE CHAIRMAN: But surely that is a



totally different thing, that is a contest between the taxing authority and the taxpayer. A great mass of matters dealt with in radio are matters of bringing forward radio and television services to the people of Canada, no conflict of interest at all. We have had dozens of private broadcasters who say over the great area of their operations there is nothing to commend interest and collaboration between the CBC and in working out the statutory regulations of giving to the people of Canada a national broadcasting system. Now, that is a totally different thing from an unending conflict between a taxing authority and a taxpayer.

MR. MACKLAIER: Well, in the first place, is it a national system or a national service? The law does not say "system", it says "service".

THE CHAIRMAN: Yes, Section 8 -- they are charged with providing ---

MR. MACKLAIER: Right.

THE CHAIRMAN: The Corporation shall carry on a national broadcasting service within Canada, and for that purpose may establish stations, equip stations and make agreements with private stations.

MR. MACKLAIER: Right, but why in the process of doing that do they have to be both judge and pleader? That is the thing we think is wrong, we cannot help but think so, and we have thought so for eight years.

THE CHAIRMAN: That does not make it





any better today than it was eight years ago.

MR. MACKLAIER: It does not make it any worse.

THE CHAIRMAN: No, but how is it judge and pleader? Let us have an example.

MR. MACKLAIER: The examples are contained in Sections 20, 21 and 22 of the Act.

THE CHAIRMAN: Give me one specific one.

MR. MACKLAIER: I want to set up a station, whom do I go to?

THE CHAIRMAN: Leave the licensing out.

MR. MACKLAIER: You ask me to give you an example and the first one you ask me to leave out.

THE CHAIRMAN: I will come back to that in a moment, but let us look at the question of the conduct of a national broadcasting service. In order to do that you are going to have a certain programme content, you are going to have to distribute your programme throughout Canada; now, obviously if you are going to run a complete system of coverage across Canada owned and operated by CBC all you do is pipe it out where there are CBC stations. But, suppose in order to cut down on expenditures you decide that you are going to work out operating agreements for the transmission of these programmes to the people of Canada, surely you have to have some kind of time table, some kind of regulation of how these programmes are handled. Now, where is a man being judge and jury in that case?



MR. MACKLAIER: Well, if in the relationships between the private stations and the CBC, the CBC is not the judge and jury, who is? Somebody has to decide it.

THE CHAIRMAN: I do not think it is a court; I think that is the answer.

MR. MACKLAIER: Somebody has to decide.

THE CHAIRMAN: Decide what?

MR. MACKLAIER: Somebody has to decide these countless questions that come up in your commercial production.

THE CHAIRMAN: And the body that is charged by law with doing it is the CBC.

MR. MACKLAIER: That is the point. That does not say that the law is right and if the law was perfect, in theory it may be assumed to be perfect, but if it was perfect your Commission would not be sitting. One of your tasks is to decide what public opinion thinks about the law and to make your own very valuable contribution to the subject.

THE CHAIRMAN: What I would like you to do is give us an example in connection with the first, the broadcasting of the national broadcasting service, where there is this kind of conflict of interest where you are having an attempt to create a national service across Canada operating through both publicly owned and privately owned stations. Now, how does the CBC, in setting up an arrangement of getting that programme service out, how does it act as judge and jury?





MR. MACKLAIER: Well, I want to be sure I understand your question. Are you talking about national networks only?

THE CHAIRMAN: I am talking about them carrying out the job of getting a national broadcasting service and I am applying it to the business of getting programmes out one way or another. We are trying to create a service for broadcasting across Canada; now, some of the programmes are supplied by the CBC across Canada?

MR. MACKLAIER: Yes.

THE CHAIRMAN: Well, obviously when they are stating that this programme is going to go out at such and such a time, no question of being judge and jury there, when they are working on the question of programme levels and qualities, the question of the number of advertising spots in a quarter hour.

MR. MACKLAIER: Why should the CBC decide that as applied to its competitors?

THE CHAIRMAN: As applied to its competitors -- let us leave the competitors out for the moment. Why should they do it? The answer is it is part of the operation of providing a broadcasting service to Canada.

MR. MACKLAIER: Well, that is a pretty broad premise, that is a premise that I do not think the Chamber of Commerce agrees with. If you approach the problem on the basis of leaving the competitors out then a pretty important part of my thesis falls to the ground. I submit you



cannot leave the competitors out, they are there, they are here in Montreal, the competitors are fighting with the CBC for advertisers' dollars; they are fighting with the CBC, so in the morning if you and I turn the radio on when we are shaving we are going to listen to one or the other and the CBC is the one that has laid down the only regulations, they have laid down the industry regulations. Now, they may be very wise, they may be very fair, but they are the ones who have laid down the regulations and the regulations that they have laid down cover themselves and their competitors.

One instance has occurred to me. You took exception to my reference to the Board of Referees. As recently as Saturday morning at the Canadian Bar Association concluding session a recommendation was made by the Annual Meeting, which is going forward to the Attorney General, I think, that the procedure into the conduct -- the investigation procedure into aircraft accidents should be altered, because, if I understand it, at the present time aircraft accidents are investigated by the Department of Transport and in the view of the Bar that is wrong, because the Department of Transport makes the regulations and the very regulations which they make may be in issue in the investigation of the aircraft accident. That is the sort of point I am endeavouring to make to you again. You should not make the regulations and then be asked to decide whether



the regulations you have made are good or whether they are fair regulations, whether they are equitable regulations. In a plant you do not put your inspection department and production department to work together; the inspection department does not work for the production department, and I think that is the simple truth of what is happening here; at least, that is how the Canadian Chamber of Commerce view it, and we think that is wrong. We think the parallel with TCA is an apt one; there is the Air Transport Board which establishes policy, routes and so on, and there is the Department of Transport which governs TCA as to regulations. TCA is not the forum that decides what will happen in the industry.

COMMISSIONER STEWART: I doubt there is a quarrel in the parallel between TCA and the CNR, because neither are charged with any specific responsibility. The CBC is charged with responsibility and I think there is a difference there, and if there is a difference then should we take a different attitude? That is a point I would like to get clear.

MR. MACKLAIER: There is a difference, I cannot deny there is a difference, but surely the fact the CBC may be charged with that specific responsibility, surely that does not mean that the CBC from then on, because they are charged with that responsibility, are going to be a law unto themselves within the framework of the statute.





COMMISSIONER STEWART: It has been put to us that if they are charged with the responsibility they must have authority to carry that responsibility out. Would you care to say anything about that?

MR. MACKLAIER: If they are charged with responsibility they have to have some authority, but I do not think the authority with which they are endowed should be exclusive of the authority of some body that is higher up, which applies as well to them as to their competitors.

THE CHAIRMAN: Does the Chamber quarrel with Section 8 which says that the Commission shall carry on a national broadcasting service within Canada?

MR. MACKLAIER: Not on my instructions, Mr. Chairman.

THE CHAIRMAN: If they don't, that is the point of Mr. Stewart's question; if they are to be charged and the Chamber does not quarrel with them being charged with the duty of carrying on a national broadcasting service within Canada, must they not, with that responsibility, have at least powers necessary to carry it out?

MR. MACKLAIER: Well, obviously, but that does not mean they may need the powers to carry out that responsibility; it is a specific responsibility, but to my mind it is no reason why they have to be all things to all people in the whole field of telecommunications.

THE CHAIRMAN: Well, let us assume for



the sake of a good national broadcasting service within Canada, which obviously we would all want to see, there should be some limit placed on advertising content, to take an example, if that is an essential of good national broadcasting service -- some limitation on advertising, is not it necessary that they have the power to deal with advertising content in order to carry on?

MR. MACKLAIER: With great respect, what is the remotest connection between the CBC's obligation to carry on a national broadcasting service and whether the spot announcement that I hear when I am shaving this morning, whether its duration be five seconds, ten seconds or half a minute -- I do not know what it was -- but what is the connection?

THE CHAIRMAN: If you had nothing but spot announcements all the time, day in and day out, would not it make a different national broadcasting service?

MR. MACKLAIER: The answer would be that I would turn it off, but I do not think that is a national broadcasting service in the sense it is used here. The CBC as it is, a national broadcasting service, it is not the only one; at least the law does not impose on it being the only one ---

COMMISSIONER TURCOTTE: If they were not charged with the duty to operate in this matter another body would soon be set up to meet the same ends.





MR. MACKLAIER: We will gamble with it.

COMMISSIONER TURCOTTE: It is charged with the same duty, the same function, this other body, to set up the same rules.

MR. MACKLAIER: Yes, but it will not have the conflict of interest.

THE CHAIRMAN: Where is it?

MR. MACKLAIER: Mr. Chairman, that is where we both came in.

THE CHAIRMAN: I have been poking away ever since this started.

MR. MACKLAIER: The conflict of interests is the competition, the conflict of interests is the regulation of that production, the conflict of interests is the man I am fighting with to get my share of the advertising dollar. He is in a position to dictate how much time I can spend; he is going to tell me how long my announcers are going on, and all manner of things, which in my submission should not be his business because he is my competitor. If he was not my competitor, if I knew I was competing with someone who was not in the business, somebody who was not in the same business, I might take it more gracefully, but taking it from someone who is telling me one minute what to do and the next minute trying to beat me in the market to get business, I think that is wrong. I do not think there is any doubt about that, I think it is very clear. In any event, it is clear to the Chamber.

THE CHAIRMAN: We will have to come back



to this; we have already stayed longer than we proposed. We will adjourn now until two-thirty.

---At 12.45 p.m. the Commission took recess.



---The Commission resumed at 2.30 p.m.

THE CHAIRMAN: Mr. Macklaier, you were giving us some examples when we adjourned.

MR. MACKLAIER: Yes, Mr. Chairman. We were speaking to the proposition which I believe originated with your good self, when you referred me to Section 8 of the Broadcasting Act, which says that the Corporation must carry on a national broadcasting service within Canada, and for that purpose may do certain things, and, as I understand it, you were suggesting that it followed from that that the Broadcasting Corporation had to do and were justified in doing pretty much everything that they do, and including things which, in the opinion of the Chamber of Commerce, should not be done.

THE CHAIRMAN: Just to be accurate, I was not suggesting anything, I was raising a point for your comments.

MR. MACKLAIER: Thank you for putting it that way, Mr. Chairman, I stand corrected. There are a few instances that during the limited time I had at lunch some of us were discussing, and it seemed to me that apart from the instances which I recited, if I might come back for a moment to the query you raised, Mr. Chairman, the matter of the national service -- is it really necessary in order to maintain a national service that the regulations which the Broadcasting Corporation





have formulated shall all be formulated and shall all be applied, and is it necessary in particular that even if there is a good regulation that it should be applied by the Broadcasting Corporation, and not, as we say, by some body that is over the Broadcasting Corporation and over the private stations as well? If I might give an illustration, for instance, take a little private station, for example the station in Halifax -- I don't know what the station is, but I am just using Halifax because this example does not fit Montreal -- if the CBC wants to, they could take a station that is in Halifax, as I understand it, which might be operating sixteen hours a day. Now it is competent for the Canadian Broadcasting Corporation to say to the station in Halifax, "You are the station in this area which must carry our programmes so many hours a day; you are going to be the basic station in this area in the network which we have set up and which we are now enlarging to include Halifax." From then on, as I understand it, that station has no choice; it must carry the CBC programmes. That station is now in effect appointed a member of the network. They are invited to come in or conscripted to come in. It is in and it has got to be in. The resolution No. 11 is so worded that the station has no choice in the matter.

I suppose it follows, therefore, that if the stations demurred on this suggestion or invitation or conscription, whichever way you look at it, they could find themselves prosecuted under Section 21(6), and the only appeal that they would have would



probably be an appeal in the law to the Exchequer Court of Canada, if the Exchequer Court so granted leave. Now that may be very bad business for the station commercially, it may be extremely bad business, to the extent, if I understand it correctly, that the station then has to produce the sustained programme of the CBC; it has no compensation, and to the extent of the commercial content of the programme it gets fifty per cent of the network rates. I don't know what that means commercially, I am not a radio man, but I don't like the idea that the station may be compelled or may have no choice in the matter; they may have to do that at the instance of the CBC. If it were somebody over and above the CBC who said we think this is in the interest of Canada for the good of Canada, wherever the chips may fall, be it the CBC, be it your station -- we think that such a thing is called for -- then we feel that one would submit to it much more gracefully or at least that this Chamber of Commerce would feel it was more equitable as an approach to the problem.

THE CHAIRMAN: May I just interject here that I see your objective as being based on what the Chamber regards as interference with private rights by government, but in that particular instance does it matter whether it is done by the CBC or by a separate regulatory body?

MR. MACKLAIR: Oh, yes, Mr. Chairman, because a separate regulatory body could not conceivably have any self-interest in the matter.





THE CHAIRMAN: Or supposing the Canadian Broadcasting Corporation is not in Halifax at all, what self-interest could they have?

MR. MACKLAIER: Well, maybe some one would like them to be in Halifax, maybe it is good business for them to go into Halifax.

THE CHAIRMAN: Just supposing that it is desirable to have a Halifax outlet.

MR. MACKLAIER: Right.

THE CHAIRMAN: How do you suggest, on behalf of the Chamber of Commerce, that the outlet should be obtained?

MR. MACKLAIER: I suggest, on behalf of the Chamber, that it should be obtained after some impartial body has weighed all the pros and cons of the matter, and not that the CBC, in its wisdom or otherwise, came to some particular station and said, "My boy, you are for it -- you are a very fortunate fellow -- you are going to be in our network". He may not think he is so fortunate. But what can he do about it?

THE CHAIRMAN: Yes, but what is the difference between the CBC picking on a particular station and an independent regulatory body picking on it?

MR. MACKLAIER: Well, I think you have answered that, Mr. Chairman, in the way you have put it, because it is an independent regulatory body. It is independent; it is not the CBC.

THE CHAIRMAN: But is not the result the



same?

MR. MACKLAIER: We do not know. Theoretically it should be the same, that is the appearance of evil that I was talking about before lunch. It does not necessarily follow that the result will be the same if private enterprise in competition with the CBC has to make decisions or some independent body whose only job is to decide things of that calibre; it seems to me that you have got your analogy of the Board of Transport Commissioners and the other boards which are Government boards, established for the sole purpose of adjudicating upon the merits of the position of these particular enterprises, be they railway, CNR, CPR, be they radio, telecommunication, CBC, or private stations.

THE CHAIRMAN: But, Mr. Macklaier, taking this particular regulation you are talking about, would you not think that if it were so bad -- this evil you are so worried about -- that we would have had a lot of people wanting to get out of this network arrangement, who didn't like the setup they had with the CBC, and who were trying to escape from being members of the network? We have had twenty-five years' experience with this.

MR. MACKLAIER: I do not know if they have tried or not, Mr. Chairman.

THE CHAIRMAN: We have had no indication of it so far.

MR. MACKLAIER: Well, I am completely ignorant on that point. I am just saying that



at least in theory, in the view of the Chamber it is not the Canadian way of doing things.

THE CHAIRMAN: No, but we are here to test the validity of the point. There surely must be a point at which you will find something in practice, and we have had twenty-five years of experience with radio controls of this kind. If the system is so bad that it is apt to lead to these cases of unfairness that you are worried about, would you not think you would be able to point to some example of unfairness in that twenty-five year period? Otherwise, is it not a fair conclusion to reach that maybe the system is not as bad as you think it is?

MR. MACKLAIER: I am afraid all I can say to that is that the fact that I cannot point to any particular instances is not proof that they do not exist.

THE CHAIRMAN: Well, we have asked everyone the same question, Mr. Macklaier, and so far we have been unable to find any examples of this unfairness. All I am putting to you now is this -- could you define for us the term unfairness in a competitive picture? After all, one would think that sooner or later the unfairness would show up.

MR. MACKLAIER: Yes.

THE CHAIRMAN: More than just in theory.

MR. MACKLAIER: Of course your hearings are not over yet.

THE CHAIRMAN: No, it is still open.

MR. MACKLAIER: I think they may show up.





COMMISSIONER STEWART: I would take it what you are against, Mr. Macklaier, is the principle, rather than the actual practice?

MR. MACKLAIER: Yes. To speak to Mr. Stewart's point for a moment -- which is very helpful -- when one takes a national service -- if there is a national emergency or if the Prime Minister is going to address the nation, or if something of national magnitude is to be disseminated, then there should be no limit to the demands upon private stations, they should be subservient to the needs of the Government. If, on the other hand, as at the present time, the Canadian Broadcasting Corporation is a national network, and that national network may incidentally be used for a high purpose of that sort also, normally it is used for Amos and Andy or something else -- I don't know quite what it is at the moment -- but if it is used purely to disseminate some of the ordinary stuff that does habitually come over the airways, then I don't know that there is anything very national about that, in the sense that it is merely geographically a national matter, and that per se authorizes the CBC to do a lot of things and lay down and interpret their regulations, particularly if the regulations may be applied to interfere drastically with one of its own competitors. That, I think, is our point. It is a broad point in principle, and I cannot submit specific instances. I am not a radio man.



COMMISSIONER STEWART: You do, however, believe that there is a need for regulation?

MR. MACKLAIER: Undoubtedly, yes, Mr. Stewart.

COMMISSIONER STEWART: Because of the material which we are dealing with.

MR. MACKLAIER: Undoubtedly. There must be a regulation.

COMMISSIONER STEWART: Yes.

MR. MACKLAIER: The Chamber must not be construed for a moment to be suggesting any negation of regulation. Obviously there has got to be regulation, but we do not like, as I said this morning, and for eight years we have not liked, the principle that has been followed, that the Canadian Broadcasting Corporation in applying these regulations, and in formulating them, competes with those whom it governs. I cannot be any more particular than I have been, and I do not think I need to be. I am trying to make a broad point. There is no quarrel as regards particular locations.

COMMISSIONER TURCOTTE: You are going to have to stick to broad principles?

MR. MACKLAIER: Yes.

COMMISSIONER TURCOTTE: Have you any ideas to suggest, Mr. Macklaier, as to the organization of this body -- the manner of appointment, the members and the tenure, and so forth? Have you done anything as practical as that?

MR. MACKLAIER: Mr. Turcotte, there is a





paragraph in the brief which is admitted very short and certainly not conclusive, with respect to the personnel of the separate regulatory body. The chairman may possibly be chosen from the judiciary, with the members to be chosen from the public at large, and who shall possess among them suitable qualifications for carrying out the minimum essential regulatory functions. I don't think that contributes very much to your Commission's accumulation of knowledge on the subject. I suppose the suggestion that the chairman be chosen from the judiciary is merely because in a good many cases that has been the pattern, but I don't think either Mr. Fowler or I would insist that because of our professional status that is a must.

COMMISSIONER TURCOTTE: The chairman may be chosen from the judiciary, otherwise are you satisfied with the present Board of Governors of the CBC?

MR. MACKLAIER: Well, if I may put it this way, the people who are the present Board of Governors would do very well if they were not the present Board of Governors. As I say, I am not criticizing them. I am simply saying that they are not doing a bad job but they are trying to do two jobs, they are trying to work for two masters.

COMMISSIONER TURCOTTE: You are satisfied with the present Board of Governors providing they are divorced from the operations of the CBC?



MR. MACKLAIER: Speaking as myself and not as the Chamber of Commerce I would say that the present Board of Governors by and large are doing a good job, but they are trying to do an impossible job because they can only serve one master. Of course, they can choose which master they are going to serve, but let them serve one or the other.

THE CHAIRMAN: Who are these two masters you refer to?

MR. MACKLAIER: The CBC and the private stations and the public.

THE CHAIRMAN: Well, what is the CBC?

MR. MACKLAIER: What is the CBC? What do you mean, Mr. Chairman?

THE CHAIRMAN: Except to serve the public.

MR. MACKLAIER: Oh, now, Mr. Fowler, it is the servant of the public with quite a good deal of autonomy and corporate identity with its owners, is it not?

THE CHAIRMAN: But surely the purpose is to serve the public interest?

MR. MACKLAIER: It should be.

THE CHAIRMAN: I mean there is no other reason for the CBC to exist, is there? If the purpose is merely to make money, we have not done so well.

MR. MACKLAIER: Well surely this is an academic point, or it has been an academic point up to now, but surely we are in business not to lose money or not to lose more money than we already have.



THE CHAIRMAN: No, we are in business to do something for the public service of Canada, are we not -- to serve the public of Canada?

MR. MACKLAIER: This "we" we are talking about -- you say we are in business -- who is in business?

THE CHAIRMAN: I am talking about the CBC.

MR. MACKLAIER: I just want to know which side you are on. At least I want to know whether it was my "we" or your "we".

THE CHAIRMAN: We the people -- you, as a Chamber of Commerce, are concerning yourself with the CBC as some enterprise activity to earn a profit, and private broadcasters, as individual enterprises, are in business for a profit, but are you not really forgetting the basic client of both, which is simply the public of Canada, the people of Canada?

MR. MACKLAIER: Yes, that is true to a degree, but after all the mere fact that the Canadian Broadcasting Corporation has not got to think of terms of dividends for its shareholders, because it does not have any, does not mean that they are not competing with private enterprise which has got to have dividends, or at least has got to have some sort of salary, or making a revenue. I think it almost comes down to the same thing.

THE CHAIRMAN: Following on with Mr.





Turcotte's question, you had certain specific requirements for this independent board.

MR. MACKLAIER: Right.

THE CHAIRMAN: Well, now, I suppose you would think that there also would have to be some screening of the Board of Directors of the CBC, would you not?

MR. MACKLAIER: Oh, of course.

THE CHAIRMAN: And what would these qualifications be?

MR. MACKLAIER: Well, all I can state to you is this, what is the position of the Board of Transport Commissioners, what is the position of the Board of Directors of the C.N.R.?

THE CHAIRMAN: Well, to shorten it up, would it not seem to you that the qualifications for the independent Board of Directors would be virtually the same as the qualifications which you would require for the Board of Directors of the CBC?

MR. MACKLAIER: Well, so long as they were not trying to do both -- concurrently.

THE CHAIRMAN: I see. You perhaps think that you should have two substantially similar boards, with the same kind of qualifications, established and maintained at public expense.

MR. MACKLAIER: No, I would not admit that, Mr. Chairman. In the first place, I would not think the board of control, the regulatory board, for telecommunications, would necessarily need to



be as big as, numerically that is, the Board of directors of the CBC. After all, the Board of Referees under the Income Tax Act does a pretty good job, and we know how many there are on that Board; as far as expense is concerned the operation of the telecommunications board should not be a very expensive thing: they would not need very elaborate headquarters, they would not need an elaborate stock in trade, they are a board whose stock in trade is their minds and their decisions, and might it not be, that apart from salary, their establishment would relieve the CBC of a large share of its present responsibility, in the final analysis; it would not cost much more.

THE CHAIRMAN: I think it was one of the principles of the Chamber of Commerce that they did not like to see a duplication of government expenditures, and so forth.

MR. MACKLAIER: No, but I submit there is no duplication here, though. I don't think there would be a duplication at all; after all, that presupposes that the CBC's interest is invariably the public interest, and I don't think that it necessarily follows.

THE CHAIRMAN: What other interest do you suppose they have?

MR. MACKLAIER: Their interest is to make the CBC a great and successfully functioning organization. You cannot help but be proud of your organization if you are part and parcel of the





CBC. You cannot help but be influenced when you come to make some decisions which may be bad business for the CBC but good business for some other private station.

THE CHAIRMAN: But please give us some examples.

MR. MACKLAIER: I have no examples, but I am sure that some other people have.

THE CHAIRMAN: Well, I have been asking for them for the last three months.

MR. MACKLAIER: You have not been asking me for the last three months, Mr. Chairman. That is all I can say.

THE CHAIRMAN: Well, if there was anything unfair about it I would have thought that such unfairness would show up sooner or later.

MR. MACKLAIER: Of course, I don't know that you have got to demonstrate unfairness. If a certain set-up is bad, which has potentialities for unfairness, is it not the presumption that sooner or later there is going to be unfairness?

THE CHAIRMAN: Yes, but if such great potentialities for unfairness do exist, I would have expected that the potentialities would show up, otherwise it has not got great potentialities.

MR. MACKLAIER: That presupposes something that I cannot accept, Mr. Chairman; because there is no instance of unfairness before us that does not mean to say that it does not exist.

THE CHAIRMAN: Well, I have been asking



that very same question ever since we started at the end of April.

MR. MACKLAIER: I see.

THE CHAIRMAN: I have asked every conceivable witness that we could find to show us a case where the CBC has acted to its own advantage against the advantage of the private broadcaster. I have asked them to show us an actual case where there has been unfairness in the sense of the word: to show us a case in which this system that you think is so bad has actually demonstrated these potentialities for being bad, and we have not had such an example.

MR. MACKLAIER: Well, Mr. Chairman, does it have to be demonstrated in order to put it on a more ethical basis? I am sorry to appear so provocative, and I know these questions are being asked for a purpose, to draw out the people before you, and naturally that is the right procedure. However, it seems to me that these questions at least create the impression that you feel that the Canadian Broadcasting Corporation, with the set-up in which it operates now, despite this conflict that I have talked about, is perfectly all right, it is perfectly ethical and desirable and appropriate and is a Canadian way of doing things.

THE CHAIRMAN: Mr. Macklaier, I am not saying anything, I am simply asking you to tell us which of these ethics you consider unfair.

MR. MACKLAIER: I think I explained all that this morning.



THE CHAIRMAN: You explained this morning what you meant in the sense of unfairness of the set-up.

MR. MACKLAIER: Yes.

THE CHAIRMAN: And I am trying to test whether or not your contention that it is unfair as a set-up is correct or not.

MR. MACKLAIER: Yes.

THE CHAIRMAN: And I am saying if you contend a thing is unfair in its set-up, I would expect to learn later that something unfair, some unfair case, will show up, if you are right.

MR. MACKLAIER: Yes, well, I guess so.

THE CHAIRMAN: But you say that it is an unfairness that ought to be accepted as a matter of principle.

MR. MACKLAIER: My illustration of about fifteen minutes or so ago, where there was an independent station, say, in Halifax, which is compelled to go into a network, that sort of thing has happened, and if the direction that that should be done has been given by the Broadcasting Corporation, that it shall be done, has not been complied with, then the station is liable to be prosecuted, under the Section, as I said before. Now what can you expect before this Commission in that regard?

THE CHAIRMAN: We expect that some of these one hundred and sixty people ---

MR. MACKLAIER: Do you expect someone to come up and say, "Look, this is the terrible thing





that has happened to me; I was conscripted into this network and I have been trying to get out ever since and I have not been successful. "

THE CHAIRMAN: We would expect that some of the one hundred and sixty private stations -- not all of them in network, but a good many of them in network -- would come in and say "we are dissatisfied with this network arrangement, we do not want to be in - we want to be out."

MR. MACKLAIER: I would like to feel that this remark you have just made is a challenge to any station to come before you and say they are dissatisfied - if they are. If they don't then I agree that the point you have put is very pertinent.

I am just about through, Mr. Chairman, with the second part of the Chamber's brief. In the view of the Chamber, if a separation of functions were established, it would do a good deal - or it might do a good deal to cure the points made by these other submissions. At least it would, in the view of the Chamber of Commerce, make the Chamber feel that if an independent body has so decided, well, probably we will have to knuckle down and do it. That is the quarel about the present single service policy.

The second point which, incidentally, should be corrected, for it says that the CBC now holds a monopoly of broadcasting networks, I think should say the national broadcasting network, instead. That is something



that the Chamber feels is not necessarily desirable, at least is not desirable merely because the CBC decides it wants to do it, and thirdly, the freedom of choice. The knub of the Chamber's case is the broad presentation of a broad submission of the independent regulatory body.

THE CHAIRMAN: Would any of your associates wish to add anything to what you have said, Mr. Macklaier? If not, shall we proceed to the direct questions?

MR. MACKLAIER: I would think that such questions as you, Mr. Chairman, or your colleagues or your counsel may deem advisable to put would be the most desirable way of going about it.

MR. COYNE: Mr. Macklaier, I think you said this morning that the first premise upon which you base your argument is that the CBC competes with the private stations. I would just like to examine that in a little more detail, and firstly, taking the field of television, would you indicate in what respect the CBC television stations compete with private stations?

MR. MACKLAIER: I think I already did that, Mr. Coyne, this morning, but the way I put it was that the CBC's television facilities take an important part of the advertisers' dollars, so that they have less dollars to spend on radio.

MR. COYNE: Well, I suppose in the same sense you would say that the television industry competes with the daily press for the advertisers'





dollar.

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MR. MACKLAIER: Yes, I suppose it does, but are we not getting a little far afield?

MR. COYNE: Well, I don't know, are we? You are suggesting, I take it, that the CBC television service competes with private radio stations?

MR. MACKLAIER: Yes.

MR. COYNE: You are not suggesting, of course, that the CBC television stations compete with private television stations?

MR. MACKLAIER: Oh, no, no, obviously not.

MR. COYNE: So is it not rather comparable to saying that the television industry competes with the press?

MR. MACKLAIER: Well, but the CBC does not regulate the press, does it?

MR. COYNE: Oh, no.

MR. MACKLAIER: That is our quarrel. We do not deny the CBC the right to compete with anyone it thinks it can compete with, but it should not try to regulate those with whom it competes.

MR. COYNE: All I am trying to do is to make sure that I have it clear in my mind as to what you mean by the type of competition which the CBC engages in with respect to private stations.

MR. MACKLAIER: Of course I want to make it as clear as I can.

MR. COYNE: I take it you would agree that as far as television is concerned they are not



competing directly with private television operators.

MR. MACKLAIER: Well, the facts almost answer the question, do they not?

MR. COYNE: Yes. Then you are speaking of a different type of competition?

MR. MACKLAIER: Well I would have to be, obviously.

MR. COYNE: Namely competition between competition and radio for the advertiser's dollar?

MR. MACKLAIER: Well, what I said this morning was that I refer to different media.

MR. COYNE: But you do not agree with my suggestion as to the comparison between television and the press for the advertiser's dollar?

MR. MACKLAIER: I do not deny the comparison, but I am sorry, I cannot divide my admission and say that I admit that that is competition but not go on to say that what we object to is the competition occasioned by regulation. I will not divide my admission. I will admit that is a form of competition, but at the same time I make the point that it is not competition per se that we object to. It is competition come regulation.

MR. COYNE: But you say that it is not competition through the whole of Canada in all the various parts of industry, because you say there is no competition between the CBC television stations and the private television stations?

MR. MACKLAIER: Of course there is no competition between the CBC television and private



television.

MR. COYNE: Quite right.

MR. MACKLAIER: Are we not just playing games?

THE CHAIRMAN: Oh, no, no.

MR. COYNE: No. With respect, I don't think so, Mr. Macklaier. Let me put it this way, I think you would probably agree with me that the air lines compete with the railways for the traveler's dollar?

MR. MACKLAIER: Right.

MR. COYNE: And you probably would also agree with me that the manufacturers of washing machines compete with the manufacturers of refrigerators for the consumer's dollar?

MR. MACKLAIER: To a degree, yes.

MR. COYNE: Now, on the other hand, two manufacturers of washing machines compete directly with one another for the same dollar; do they not?

MR. MACKLAIER: Yes.

MR. COYNE: I am now simply suggesting to you, Mr. Macklaier, that the position of the Canadian Broadcasting Corporation and the private broadcasters -- the competition that you are suggesting exists -- may be more comparable to that which exists between the air lines and between the railways -- let us say two railways or two manufacturers of the same product?

MR. MACKLAIER: I suppose so.

MR. COYNE: And now I am just repeating





some of the things you said this morning, It has been presented to us and I do not think it has been disputed, that the Canadian Broadcasting Corporation radio stations do not compete with local radio stations for local advertisers?

MR. MACKLAIER: That is my understanding.

MR. COYNE: So would it be fair to say in that respect also, that the Canadian Broadcasting Corporation and the private stations are not in competition through the whole sphere of their operations?

MR. MACKLAIER: Well, it all depends on what you mean. If I may come back to an illustration that I made, the Imperial Tobacco Company, which has an appropriation of so many thousands of dollars to spend, for instance, in telecommunications, the CBC does a good selling job on them and sells them on the national network; if that is the case then there is going to be correspondingly less for the Imperial Tobacco Company to spend, if anything, with some independent local stations who would still very much cherish their business, because, being a national advertiser, the Imperial Tobacco Company has a lot of money to spend. The local station would like to get a bit of that money. Now put your question any way you like but that is the kind of competition that I suggest is very much there.

MR. COYNE: Well, just for the record, if I may come back to the example which perhaps may



not have been too apt, of the competition between a washing machine manufacturer and a refrigerator manufacturer, would you be prepared to say that the competition between the Canadian Broadcasting Corporation and the private stations was comparable to that situation, rather than to the competition between two manufacturers of washing machines?

MR. MACKLAIER: I think it is comparable in this sense, that if Joe Doakes says to his wife, "This year you can buy \$350 worth of gadgets -- you can buy either a washing machine or a new refrigerator -- just choose which you want to buy"; in that sense you are in competition. You are in competition for Mrs. Doakes' purchasing power.

MR. COYNE: Just following your example of the Imperial Tobacco Company, supposing the Imperial Tobacco Company for its own good reasons wants to advertise via a network programme, would you not say in that respect that the Canadian Broadcasting Corporation was in direct competition with the private stations for this particular advertiser's dollar?

MR. MACKLAIER: Well, the CBC has made it possible, has it not? The CBC is the one who says we have the right to formulate rules for the network; the answer is that we are going to be a network.

MR. COYNE: If I understand you correctly, when we were speaking of the present situation, your premise was based upon the fact that the





Canadian Broadcasting Corporation competes with private stations. With respect I am simply trying to clarify this a little bit. I would like to know your precise meaning for your objection to the competition which exists today. You may say you disapprove of the situation because the Canadian Broadcasting Corporation has determined that there will be no competition. I take it that is your position.

MR. MACKLAIER: That is a fact.

MR. COYNE: Of course it is.

MR. MACKLAIER: The Canadian Broadcasting Corporation has determined there will be no competition. The answer is that there will be no competition in that sense.

MR. COYNE: As a matter of actual fact, if I understand your answer, if you take the Imperial Tobacco Company or anyone else who likes to advertise via a live network broadcast, there is no objection from the private stations?

MR. MACKLAIER: Only in the sense that there is no competition by one network trying to persuade the Imperial Tobacco Company to give it its patronage in place of the other network. Obviously there couldn't be because there is only one network.

MR. COYNE: Of course there is.

MR. MACKLAIER: I have to come back to my point that the more the Imperial Tobacco Company are persuaded to spend their money on a



network, the less they are going to have left for the private stations.

MR. COYNE: That may be so. I don't know what goes on in the minds of the Imperial Tobacco Company.

MR. MACKLAIER: Let us forget the Imperial Tobacco Company. Let us talk generally. Obviously if something on a network is going to cost a hundred thousand dollars, there is going to be very little, or nothing, left for the local stations.

THE CHAIRMAN: Or you could take it the other way, of course -- supposing they decided in their own wisdom that they wanted to buy local space on a radio, then, that is the decision of the Imperial Tobacco Company or anybody else.

MR. MACKLAIER: Yes, certainly.

THE CHAIRMAN: Where is the objection there?

MR. MACKLAIER: Well, the objection is presumably that the Canadian Broadcasting Corporation would try and un-sell them on that idea, and would try to sell them on a national network.

THE CHAIRMAN: Or maybe the Canadian daily newspaper would try to sell them, too?

MR. MACKLAIER: That is their privilege.

MR. COYNE: Just to carry on, Mr. Macklaier, as far as the reasoning is concerned which arises out of the point you have been discussing in your brief, dealing with the separation of powers, you cite the Polymer Corporation. I suppose that you agree



with me that the Polymer Corporation, despite the fact that it is a publicly owned concern, in the business of selling its product would want to operate at a profit or, if not at a profit, at least not at a loss?

MR. MACKLAIER: I suppose so, yes.

MR. COYNE: And in that respect, I suppose, it is in competition with whomever else makes rubber in this country?

MR. MACKLAIER: No, it is in competition with rubber companies who are not in synthetics.

MR. COYNE: I suppose it is also in virtually the same position as the other rubber companies, apart from the nature of its ownership, there is no particular distinction because they are identically in the same position?

MR. MACKLAIER: I would not agree with the word "identical".

MR. COYNE: Can you suggest a better word? Is it similar?

MR. MACKLAIER: We are not going to quarrel about words. I just don't want you to get me to agree to the word "identical".

MR. COYNE: No, I agree, we will strike out the word identical; I think you are quite right.

MR. COYNE: Next, with respect to such associations as Trans-Canada Airlines; you would agree the Trans-Canada Airlines is in effect selling its services to the public at a profit, or at least not at a loss, and is in competition and in much





the same position as the other air lines?

MR. MACKLAIER: Right.

MR. COYNE: And not to prolong this discussion, Canadian National Railways are in exactly the same position, vis-a-vis with the railways?

MR. MACKLAIER: Yes.

MR. COYNE: Would you say that the Canadian Broadcasting Corporation, in its field, is comparable, really comparable, to any of those situations?

MR. MACKLAIER: Functionally it probably is not comparable.

MR. COYNE: Well, it is in the business of selling its services to the public at a profit, is it not, to make a profit?

MR. MACKLAIER: Yes. One of its functions certainly is the business of selling its services to the public.

MR. COYNE: To the advertisers or to the public?

MR. MACKLAIER: To the advertisers.

MR. COYNE: To the advertisers.

MR. MACKLAIER: And the advertisers advertise because they expect and hope that that particular channel will have an audience, and of course that is why they advertise.

MR. COYNE: Would you say that is the principal purpose of the Canadian Broadcasting Corporation?

MR. MACKLAIER: No, I don't think it is, and I don't think it has to be. The purport



of my submission is that the Canadian Broadcasting Corporation competes with the independents, whether that is the principal function or a purely incidental function. That competition is there, and so I think that the mischief or the potential mischief is also there, and that is why we say that ~~an~~ independent regulation is called for.

MR. COYNE: So therefore it is of no significance, so far as you are concerned, as to the extent to which the Canadian Broadcasting Corporation competes with private stations for the advertiser's dollars?

MR. MACKLAIER: Oh, yes.

MR. COYNE: I mean as to whether it is five per cent or fifty per cent, for your purpose that makes no difference -- as far as your principle is concerned?

MR. MACKLAIER: Oh, I am not going to reduce it to percentages. The competition is there, but I am not a radio man -- that is as I understand it.

MR. COYNE: I am not a radio man either.

MR. MACKLAIER: From the point of view of private radio stations this is a tough and vigorous competition. They must think so because it is a very serious factor in their earning of their livelihood.

THE CHAIRMAN: May I just ask this question. Let us assume for the sake of argument that you do not have to worry about money in this





picture. The CBC just withdrew from all attempts to advertise but were still charged with the business of providing a national broadcasting service to Canada. Would you see anything wrong in the present situation, then?

MR. MACKLAIER: Yes, I think it would still be wrong, Mr. Chairman. In your hypothesis private stations would still remain, and I would say if they still do remain, they are not competing for dollars but they are at least competing for audiences.

THE CHAIRMAN: But the only purpose of the CBC would then be to have a national objective in supplying a Canadian broadcasting service?

MR. MACKLAIER: Yes, a Canadian broadcasting service.

THE CHAIRMAN: And therefore presumably this is something that Canadians want. They have the job of assuring this rather than trying to do it all by public ownership, which the Chamber has always been anxious not to see develop too far. They want to work out a system whereby there will be some public ownership and some private ownership in the system. Now, there is no competition at all on commercial revenues. What is wrong, then, with the system?

MR. MACKLAIER: Well if there is no competition in commercial revenues, in the sense that the CBC, on your hypothesis presumably takes no commercial advertising ---



THE CHAIRMAN: Like the British Broadcasting Corporation, for instance.

MR. MACKLAIER: They would still, for instance, have the power to make demands upon private stations which might very seriously impair their earning power. They are still in business, presumably to earn money. They are not there from any altruistic motive but to make money out of the running of their private stations. Therefore, the weakness I consider still may exist because it still exposes private stations to interference by the Broadcasting Corporation, to their own detriment.

THE CHAIRMAN: But what difference is it if that interference comes from an independent board or from the Canadian Broadcasting Corporation? Where both of them are non-commercial there is no axe to grind commercially, but there is the public interest to be achieved. What difference does it make then if the public interest is achieved by one similarly constituted set of men and women coming from all parts of Canada to represent public interest on the independent board, and another similar set of people from the same places, also representing the public interest on the board of the Canadian Broadcasting Corporation?

MR. MACKLAIER: Well, the difference as it appears to me is this, if the board is an independent board, it has got nothing to do but to regulate public interest. It has no other function than to try to do the best possible job for everybody. I do



not think the same can be said for a body which tries to do that, and, at the same time, has to apply regulations which it makes itself. Admittedly it is not as bad if you remove the commercial competition, but I don't think that makes it perfect, and surely we should aim at perfection, if we can get it.

MR. COYNE: Just return to the question of the powers that you would recommend for this independent board. I noticed in the brief you refer to them as minimum essential regulatory powers. This is at the top of page 2, and then in the next sentence you refer to some particular instances of what you contemplate as being the powers that this board would possess. Such regulatory powers would include the control and establishment of networks, recommendation on the granting of licences for all broadcasting stations, regulatory functions as to matters of advertising or good taste, and such other matters as the Parliament may wish to grant to the regulatory body as being in the public interest.

MR. MACKLAIER: Yes, that is correct.

MR. COYNE: Now, I would like to ask you this question: are there any regulatory powers now possessed by the Canadian Broadcasting Corporation under the present Broadcasting Act which you would not grant to the independent regulatory body? In other words, are there any spheres of regulation that you think should be eliminated from the regulation altogether -- by anyone?

MR. MACKLAIER: I am sorry. There is no





policy on that in the Chamber and I cannot answer that question. In my personal capacity I would go through the rules and give you my opinion, but that is not what I am here for.

COMMISSIONER STEWART: We have heard a good deal, on going through the country, on the regulation as to political broadcasting and the prohibition of political broadcasting within forty-eight hours, I believe it is, of an election. Would you have any views on that subject as to the rights or wrongs of that, because it seems to be a hot issue with the private broadcasters who feel that they should be able to broadcast political speeches and matters political right up to the time of an election.

MR. MACKLAIER: Mr. Stewart, I have heard no discussion of that. I think if anyone would like to say anything on that subject it must be someone higher in the Chamber of Commerce than I am.

COMMISSIONER STEWART: It would be very helpful to us in view of what has been said, if the Chamber of Commerce would care to voice an opinion.

MR. CREAN: Any meetings I have attended in the Chamber have not included a discussion on this point, Mr. Chairman. If there has been any such discussion I do not recall it. There may have been other smaller meetings, I do not know.

MR. COYNE: Just going back for a brief moment to the question of separation of powers, I



see that you have a paragraph in your brief where you seem to state exclusively that in the case of the province, and by implication in the case of the Dominion, except perhaps the Canadian Broadcasting Corporation, that no single body combines legislative and judicial functions. It would seem to me, however, that out of your legal background and experience, if you had been called upon to make such a generalization, it would have been almost precisely to the opposite effect. Do you really intend to state that there is no single body that combines legislative and judicial functions in any of the governments of this country?

MR. MACKLAIER: Well, that is what it says and that is the statement that was approved by the Executive Council of the Chamber of Commerce, and by its Board of Directors. I am not going to quarrel with it, but if you can cite something which makes it inexact then I will be most interested.

MR. COYNE: I do not think that anything turns upon it, but I think for the purpose of the record that having raised it, I might suggest this to you. I simply take as an example the Minister of Finance of the Province of Quebec; I think you would agree that he is charged with the administrative <sup>personal</sup> tion of the/Income Tax Act and other corporation tax acts. That is an administrative function. Is it not also true that he and the cabinet of which he is a member has the power under that Act to make regulations which I would suggest to you, is





certainly a legislative function. Just to complete the example for what it is worth, would you not say that when he considers and is bound to consider under the Act an objection to an assessment for tax, he is performing a judicial function?

MR. MACKLAIER: He may be, but he has not got the only and final say in that, has he?

MR. COYNE: Oh, no; there is appeal.

MR. MACKLAIER: Yes.

MR. COYNE: There is appeal from many judicial bodies. I am just suggesting that for what it is worth. I don't think very much turns on it, but this is a rather sweeping generalization, which I am putting to you would be rather difficult to substantiate.

MR. MACKLAIER: Well, if it is, I am sure the Commission will not use it.

MR. COYNE: Going on now to the following section of your brief where you have again dealt with competition, suggesting in the manner which you explained this morning, that the power possessed by the Canadian Broadcasting Corporation to formulate and interpret regulations, constitutes unfair competition with the privately-owned stations. And then you say such regulations, for instance, limit the right of privately-owned stations to initiate Canadian network operations and the right to enter into agreements with the United States networks. Now, do I understand you to mean that the privately-owned stations should have this right, unencumbered by regulation of any kind?



MR. MACKLAIER: Oh, no. Not at all.

MR. COYNE: Well, then, if you do not mean that, do you mean that they should have the right but only the right if they are granted such a right by the independent regulatory body; is that what you mean?

MR. MACKLAIER: Yes.

THE CHAIRMAN: Before you leave that phase of it, we were interrupted this morning, and I believe you said that what you really meant by unfair competition was not that it was unfair in the sense, shall we say, of a statute dealing with brand names or something of that description, or dishonesty or anything of that kind ---

MR. MACKLAIER: Oh, no, no.

THE CHAIRMAN: Well, what do you mean by being unfair? Does it go beyond -- and this is my precise question -- does it go beyond the unfairness in theory, when we are talking about competitive factors and regulatory factors in the same body?

MR. MACKLAIER: I would like to answer your question affirmatively, Mr. Chairman, except that I would not be willing to be tied down to your words in theory. It certainly represents them in theory and, if theory is carried into practice, it represents them all the more so.

THE CHAIRMAN: Well, when we are making a charge of unfair competition of some sort, can we not get some examples of actual unfairness?

MR. MACKLAIER: Well, we are back where



we were ten minutes ago.

THE CHAIRMAN: I take it, then, you mean no?

MR. MACKLAIER: I do not say no. I simply say that I personally am not in a position, and I have no instructions at this point to cite anything which is unfair in that sense.

MR. COYNE: Just following on, now, if I may, Mr. Macklaier, where you were discussing a few minutes ago the subject of regulations, for instance, the limiting of the right or privately-owned stations to initiate Canadian network operations and the right to enter into agreement with the United States networks, I take it that what you mean there is that you have no objection to there being regulations which have this effect, but only to the administration of those regulations by the Canadian Broadcasting Corporation rather than an independent regulatory body; is that correct?

MR. MACKLAIER: Yes, I think that is a correct statement, Mr. Coyne.

MR. COYNE: And presumably the same answer would apply to the several other instances in these two paragraphs, for example you say the powers vested in the Canadian Broadcasting Corporation's Board of Governors could, if fully exercised, seriously jeopardize the very existence of privately owned stations. Now, as you envisage the independent regulatory body, might it not be in precisely the same position as the Canadian Broadcasting





Corporation's Board of Governors is today, in that respect?

MR. MACKLAIER: It could happen.

MR. COYNE: And the same would apply to regulations on advertising content and the taking up of time of the private stations?

MR. MACKLAIER: It could happen.

MR. COYNE: And then at the conclusion, or in the last sentence of this paragraph in the section on Competition, you really summarize your criticism of the Canadian Broadcasting Corporation as performing these various diverse functions that you have spoken of, and I would like to put this question to you: would you not agree that whether or not that diversity that you have spoken of is a matter of criticism really depends entirely upon the structure of broadcastings that we choose to have? In other words, if we choose to have a single broadcasting system in which the Canadian Broadcasting Corporation is the regulator and controller of that system and in which the private broadcasting stations perform a subsidiary role, if you choose to have that sort of system, is there anything illogical about this combination of functions? In other words, are you not really complaining of the concept of a single system?

MR. MACKLAIER: Yes, in this way, that if by democratic process the ultimate and considered decision is that there should be one and one only national system, and that everything else must be



completely subservient to it and that in effect you must be prepared to be pushed about or driven to or taken from, well then obviously that is right ---

MR. COYNE: If I may just interject -- which is one possible view of the system of the present broadcasting.

MR. MACKLAIER: Oh, yes, I admit that -- I know that.

MR. COYNE: I am sorry to interrupt you.

MR. MACKLAIER: I know that, and more than that, the Chamber of Commerce in formulating its statement of policy at the annual convention said in 1951, and again in 1952 and in 1953, after making the submission that I have made this morning, they went on to say that the Chamber of Commerce opposes the viewpoint expressed in the Massey Commission, that private broadcasters have no status except as part of the National Broadcasting system. The annual meeting of 1951 said that and the annual meeting of 1952 said that and the annual meeting of 1953 also said that.

MR. COYNE: So that really the substance of your submission is that there should not be one single broadcasting system controlled and dominated by the Canadian Broadcasting Corporation, but that there should be perhaps two systems, one private and one public, both subject to some over-riding jurisdictional authority?

MR. MACKLAIER: Well, my instructions and the deliberations of the committee did not go that





far.

MR. COYNE: I see.

MR. MACKLAIER: They simply went this far, that if there is going to be one system then the sole authority to decide who is going to make sacrifices because of that system, cannot be the Canadian Broadcasting Corporation itself. Mr. McNally directs my attention to the 1955-1956 policy declaration in the field of freedom, and the accompanying freedom of enterprise placed on government activities which involve detailed participation in the decision of private business or competition by state agencies with private enterprises.

COMMISSIONER STEWART: Before we leave this question of bad competition, I think there is one phrase you used which I would like to clarify. In the last paragraph, under the heading of Competition you say:

"In point of fact, aggressive competition for commercial advertising and audiences is pursued by the Canadian Broadcasting Corporation acting simultaneously as regulator and controller of privately-owned stations."

Now I think we have heard three times in our wanderings all around this country -- but I do recall particularly in Edmonton a complaint from one of the private stations that the Canadian Broadcasting



Corporation was not sufficiently aggressive, and, as a result, the Dominion network was only running for a short time each day, whereas if it had gone aggressively after advertising, the Dominion network would have been operating as Trans-Canada is today, and that was a complaint from at least one man in private broadcasting in Edmonton. I believe we also heard that from a few others, so there must seem to be a contradiction there between yourselves and some of the private broadcasters as to the word aggressive as it is applied to the Canadian Broadcasting Corporation.

MR. MACKLAIER: Mr. Stewart, I do not know how aggressive the Canadian Broadcasting Corporation has been, but Mr. McNally draws my attention to the Canadian Broadcasting Corporation's statement for the year ending March 31st, 1955, and I see that their income from commercial broadcasting totalled some \$6,263,000. I do not know how aggressive they had to be to get that, but they got it.

COMMISSIONER STEWART: The complaint we have heard -- I think three times -- but I do recall this once in Edmonton particularly, was that because of the lack of aggressiveness, the Dominion network was only operating part time.

MR. MACKLAIER: I see.

COMMISSIONER STEWART: And I want to get that point cleared up. I would certainly value any specific statement that you could make on this.



subject.

MR. MACKLAIER: I do not think I can make any specific statement on that particular point, Mr. Stewart. You are obviously more informed about it than I am.

COMMISSIONER STEWART: Well, we have only two broad statements so far to go on.

THE CHAIRMAN: I might ask whether the Chamber of Commerce is opposed to aggressive competition.

MR. MACKLAIER: Aggressive competition -- I suppose not, so long as there is no aggressive regulation.

THE CHAIRMAN: Let us take it from there, then; supposing you get your separate regulatory body would you then not think the Canadian Broadcasting Corporation would be competing even more aggressively than it is at the moment?

MR. MACKLAIER: I don't think I could answer your question.

THE CHAIRMAN: Well, what does the Chamber stand for, are you for competition or are you not?

MR. MACKLAIER: I can't answer you in my own capacity. If one of the representatives of the Chamber wishes to answer I would be happy to have him do so, but I would say, purely as an expression of my own opinion, that if there were this regulation and the CBC was in business then there might well be aggressive competition.

THE CHAIRMAN: We are looking for ways





and means to reduce the public cost, which I would think the Chamber of Commerce would favour, and one method might be -- let us put aside the objection about being a regulator at the same time -- assuming we are in business and we want to cut down the public cost as much as we can -- there will be other costs to worry about and other things which may be non-commercial which may come into the picture, but we are engaged commercially and would have to be aggressive. Would the Chamber say that they were in favour of the Canadian Broadcasting Corporation being as aggressive as possible, or not?

MR. MACKLAIER: I would expect the Chamber would say that anything which helps to cut down to the underwriting which has to come out of the public funds, should be good business. I suppose it is the C.P.R.-C.N.R. analogy all over again. The Chamber is not going to, under that heading, say that the C.N.R. must pull its punches.

MR. COYNE: At the beginning of the second portion of your brief, under the heading "Freedom of Price", the first sentence is:

"The Canadian Chamber of Commerce believes in the freedom of the individual to listen to and to watch programmes of his own choice."

I would like you to indicate in a little more detail how the Chamber feels the freedom of the individual, assuming that he does not own or control a broadcasting channel, to watch programmes



of his own choice can be brought about.

THE CHAIRMAN: You surely don't mean that, do you?

MR. MACKLAIER: Would you put your question again, please, or at least the last part of it?

MR. COYNE: If you would care to, could you expand upon your proposition, or would you explain how, in the view of the Chamber, the freedom of the individual to watch programmes of his own choice can be ensured or improved, if you like? I am thinking of the situation, and I am taking your words literally. I am a private citizen, and I want to watch certain programmes. Frequently I do not see these programmes on any radio or television station. What you are suggesting here is desirable freedom, freedom that I, as a private individual, should be able to watch the programmes of my own choice.

MR. MACKLAIER: Or at least to have a choice.

THE CHAIRMAN: But that is not what you say.

MR. COYNE: No. Which do you mean?

MR. MACKLAIER: We mean have a choice.

MR. COYNE: In other words, you are suggesting, for example, say in the case of Montreal where you now have a choice of five channels, it would be desirable to have a choice of six channels; is that what you mean?





MR. MACKLAIER: A choice of five channels in Montreal?

MR. COYNE: I am told that there are three American stations that you receive, I do not know.

MR. MACKLAIER: It depends upon where you live.

MR. COYNE: Well, in the Montreal area let us say you can only receive two stations in Montreal; you are suggesting that three stations in Montreal would be preferable to two stations?

MR. MACKLAIER: I think you would have to simplify it even more than that. I think you only have one channel unless you happen to be bilingual.

MR. COYNE: There is only one English-speaking station?

MR. MACKLAIER: Most people are not bilingual, are they?



MR. COYNE: Surely, there is no general principle involved at all of any particular freedom of the individual. You are simply suggesting that it is better to have a choice between two programmes than to only have one programme?

MR. MACKLAIER: Sure.

MR. COYNE: That is the substance of what you say?

MR. MACKLAIER: Yes.

MR. COYNE: You speak of the three inhibitions that exist at the moment preventing the exercise of this choice, the first being what has been called before us the single channel policy, and you say, "The proposed separate regulatory body could permit and encourage the establishment of additional stations where channels are available...": I suppose you would agree that the Board of Governors of the CBC could also permit and encourage the establishment of additional stations if government policy was changed so that the government was prepared to license such second stations?

MR. MACKLAIER: Yes, I suppose they could.

MR. COYNE: Really, the single channel policy is a matter of government policy?

MR. MACKLAIER: It was formulated as such. Presumably the government must have got some advice -- or they should have.

MR. COYNE: Do you know where they got the advice?

MR. MACKLAIER: I don't know, but if I were



the government I would ask CBC.

MR. COYNE: You don't know?

MR. MACKLAIER: I don't know.

MR. COYNE: In the next paragraph you say, "It would seem to be the inherent right of privately owned stations to form their own networks...": as I understand the word "inherent right" it should mean a right that is completely uninhibited by any controls or regulations, and yet I think you suggested earlier that the proposed separate regulatory body should control the establishment of networks. Which do you really mean? Do you mean they should have an inherent right to form networks, or that the independent regulatory body should control the establishment of networks?

MR. MACKLAIER: You have got to read the second sentence with the third; it goes on to say, "Where regulation is necessary it would be provided by the proposed separate regulatory body."

MR. COYNE: So, you really don't mean an inherent right?

MR. MACKLAIER: Inherent only in the sense that it is theoretically inherent.

MR. COYNE: What do you mean by "theoretically inherent"?

THE CHAIRMAN: I looked up the word "inherent" in the dictionary, and it is equivalent to "invested". "Invested right" --

MR. COYNE: You can have it either way; you can have an inherent or vested right to form networks,





or you can have the networks under the control of a body exercising jurisdiction. I suggest you can't have it both ways.

MR. MACKLAIER: Mr. McNally makes the observation that he thinks "inherent" is a bad word. I think he is right; it is a bad word as used in this sense. It is a very good word as used in other contexts.

MR. COYNE: I would like to ask you this question: you use the word "culture", and I would like to know whether you would be prepared to tell us what the Canadian Chamber of Commerce means by "culture"?

MR. MACKLAIER: I am afraid I can't. It is a little bit like defining what is truth.

THE CHAIRMAN: Is there anything about culture in this brief?

MR. COYNE: Yes, "thirdly, broadcasting in Canada has and should have a cultural effect on its audience but it is submitted that culture cannot be imposed upon the citizens. Rather will the citizen decide for himself the kind of programmes to which he will listen and view. And no matter how cultural a programme may be in its conception, the size and interest of the audience will determine its actual effect." The sole purpose of my raising it is because it was presented to us, I think in Vancouver, that the true meaning of culture is that it runs the whole gamut of our way of life, and that it includes such things as Barbara Ann Scott and Rocket Richard just as much as Sir Ernest MacMillan and the Toronto Symphony, and I am wondering whether you, as the



Chamber, are viewing culture in that broad sense, or whether you are attributing to it some narrower meaning akin to, let us say, intellectualism?

MR. MACKLAIER: I think culture is essentially broad.

MR. COYNE: You are using it in that broad sense?

MR. MACKLAIER: The Chamber has not got long hair.

THE CHAIRMAN: Before you leave that, you say, "No matter how cultural a programme may be in its conception, the size and interest of the audience will determine its actual effect." Does the Chamber really mean that? Do you mean that a professional wrestling match which may draw 50,000 viewers would have the same actual effect as a production of Hamlet which may draw only 10,000 viewers?

MR. MACKLAIER: I don't think so.

THE CHAIRMAN: Well, that is what I think it says.

MR. MACKLAIER: It probably does; maybe it should not.

MR. COYNE: In the same paragraph: "It is submitted that the listener and the viewer should be permitted to decide and, in fact, will himself decide whether he wishes to derive information, education or entertainment from broadcasting."

MR. MACKLAIER: Or else turn it off.

MR. COYNE: Don't you really mean, and can't you only mean, that he can decide which station he is





going to listen to, if any, and that is all he can decide?

MR. MACKLAIER: Yes.

MR. COYNE: At the last sentence before your summary you say, "The proposed separate regulatory body, if any safeguards for the national interest are required, could regulate all stations..." etcetera: that seems to pose a question, that in the minds of the Chamber there is some doubt as to whether any safeguards of the national interest are required. In view of the regulatory powers which you are suggesting should be invested in the independent regulatory body, I wonder if you could perhaps explain what I would feel was a rather ambiguous phrase there -- "if any safeguards are required"?

MR. MACKLAIER: It is my understanding that is simply directed at quality and choice and the like.

MR. COYNE: And it is very much the same matters that are now regulated by the CBC; is that correct?

MR. MACKLAIER: I suppose it is, yes.

MR. COYNE: So, there is no doubt in your minds that safeguards for the national interest are required?

MR. MACKLAIER: No, no.

MR. COYNE: That completes my questioning, Mr. Chairman, except for this: I would like to ask Mr. Macklaier whether the Chamber has any ideas to put before the Commission dealing with one of the principal problems the Commission has to face, namely, the financing of the Canadian Broadcasting Corporation?

MR. CREAN: Mr. Chairman, individual members



of the Chamber may have a lot of ideas on that. I don't think I am revealing anything I should not do when I say it was discussed by the ad hoc committee, but it has not come before our membership. It was felt it would be presumptuous on the part of this ad hoc committee to say something without their approval, and as a result we, therefore feel we could not speak in the name of the Canadian Chamber as to having any ideas on financing.

MR. COYNE: Thank you.

THE CHAIRMAN: Mr. Macklaier, I have one or two questions, and I think most of them have been touched on. Do you draw any distinction at all between different kinds of regulation in this proposal of the separate regulatory body? What I am really raising with you is whether or not part of the difficulty that you feel and the thing you object to may be more applicable to certain kinds of regulation than other kinds of regulation. Let me explain to you the kind of broad differences I am thinking of: I can see that licensing would be something that would obviously go over to your separate regulatory body if you had it; perhaps power and change of location, change of ownership, and that kind of thing; but in dealing with the actual business, which I understood you to say you were prepared to have the CBC responsible for...

MR. MACKLAIER: The actual ...?

THE CHAIRMAN: The actual business of getting out a national program service for Canada.

MR. MACKLAIER: I don't recall saying that.

THE CHAIRMAN: I thought you agreed Section 8





should remain in the Act?

MR. MACKLAIER: The question as I remember it was, did we disagree with the conclusion that there should still be a national broadcasting service.

THE CHAIRMAN: Vested in the CBC to provide that service.

MR. MACKLAIER: Yes, I think so.

THE CHAIRMAN: Yes. Well now, in the provision of that service, of a broadcasting service to the Canadian people, do some regulatory powers not have to remain in the CBC even if you had the separate regulatory body?

MR. MACKLAIER: I don't think so, Mr. Chairman.

THE CHAIRMAN: If they are going to proceed by the method of distributing their programmes partly through publicly owned and partly through privately owned stations, doesn't there have to be some control over the way in which that distribution takes place?

MR. McNALLY: Mr. Chairman, one of the ways it has been done elsewhere, for example, in Australia, the arrangements for carrying out this national service is vested in the Australian Control Board, and none of the powers to do this national programming is vested in the state entity. This is another way of doing it.

THE CHAIRMAN: Of course we don't know all the conditions in Australia, as to whether they are similar or not.

MR. McNALLY: Quite right.

THE CHAIRMAN: But why is private enterprise being so worried about this particular thing? Is it





something that is very strange in private enterprise? Take an ordinary manufacturer: take the Northern Electric Company; they make refrigerators, and they wish to distribute their product throughout the country, and they do it perhaps through outlets they own themselves and perhaps through privately owned outlets, but doesn't the Northern Electric company make certain rules or procedures or regulations as to how its product is distributed by the privately owned stations?

MR. MURPHY: No sir, there is a section under the Criminal Code about it.

MR. COYNE: Only as to price.

THE CHAIRMAN: You may not be able to do the price, but you certainly deal with the kind of service you expect.

MR. MURPHY: I don't think that is comparable at all.

THE CHAIRMAN: Here you have one body charged with providing programmes.

MR. MURPHY: That they shall carry on a national broadcasting service but it does not say there cannot be other broadcasting services in Canada if the Canadian public wants it.

THE CHAIRMAN: Well, if the Canadian public wants it, that gets me to my next question.

MR. MURPHY: If people want it, pay for that service, and get into business and try it, why shouldn't they be given the chance? Under the regulatory powers here they cannot unless CBC gives them the authority.

MR. MACKLAIR: I would like to ask, Mr. Chairman,



have we really got anywhere on the refrigerators?

MR. MURPHY: Well, we don't make refrigerators; outside of that, it is okay.

MR. COYNE: If I may interject, I suppose if there is a public body such as the CBC charged with providing a national broadcasting service, there are two possible ways in which it can ensure that that national broadcasting service reaches the people: one is through its own outlets, and the other is through privately owned outlets, or a combination of the two. Is there any objection in your minds to this distribution being accomplished partly through privately owned outlets, and if there is doesn't it mean that the government of Canada will in the alternative have to build many more stations than they are presently building?

MR. MACKLIER: I think your conclusion is a sound one, Mr. Coyne.

MR. COYNE: I didn't realize I drew a conclusion.

MR. MACKLIER: Well, you asked a question which I think almost invited the answer. It was a leading question, as I recall it. I will formulate the answer if you want to put it in my words rather than yours. If there is a national service, either that national service may involve bringing into it some private stations or else the CBC has got to set up much more extensive facilities so it will have its own stations everywhere there must be a station for that national service.

MR. COYNE: Well, which do you recommend?





That is the next obvious question.

MR. MACKLAIER: I don't think the Chamber has to make any recommendation on that particular point, because what the Chamber feels is if this overall body is there the overall body which is not itself operating stations and which never will operate stations, that overall body will be in a position to decide those things.

MR. COYNE: And, if necessary, the authority to impose on the private stations the necessity of carrying its service?

MR. MACKLAIER: I suppose so.

MR. COYNE: Well, doesn't it follow?

MR. MACKLAIER: Yes, clearly, but adding to that and deciding the thing without any possible conflict as between their self-interest as an operator and their job as a regulator. We come back to that. I take it that these questions have been directed at us because we happen to be making this submission, but through it all one almost senses there is a suggestion that there is something abhorrant on your part in the idea of a separate regulatory body, and for the life of us we cannot see why.

MR. COYNE: Mr. Macklaier, I accept any strictures that you want to direct towards me on the basis of your greater seniority, but I assure you as far as I am concerned I am just acting as counsel --

MR. MACKLAIER: So am I; the only difference is, you are getting paid and I am not, but I assure you, Mr. Coyne, I am addressing that observation to the Commission as well as to your good self. I just sense --



maybe I am wrong in this -- and maybe it is because the Commission and your good self and Mr. de Grandpre by the nature of your functions have to be the devil's advocate, but if one didn't keep reminding oneself of that you would say, "Well, why are they so much against this idea of a separate regulatory body?"

MR. COYNE: I think that is probably one of the risks that anyone who is required to act as the devil's advocate has to run.

MR. MACKLAIER: That is right.

MR. de GRANDPRE: We invite you to stay until the next witness comes along.

THE CHAIRMAN: What we are trying to do, Mr. Macklaier, is that where somebody puts up the proposition of a separate regulatory body, it is not for us to be opposed to that except in so far as some opposition will indicate why, and bring out from you why you think it ought to be.

MR. MACKLAIER: I understand perfectly, and I commend you gentlemen for the job you have done. It is a very difficult job.

THE CHAIRMAN: Just one other question: at one stage when you were talking to Mr. Coyne, and you were talking about this basic concept of a single broadcasting system in Canada, and the other concept of several broadcasting systems, I did catch the phrase from you, "If the country decides by democratic process"; I think you used the phrase "by democratic process", that it wants a single system, then the objections are not so great towards the present system as they would be



if you had the other?

MR. MACKLAIER: Quite right.

THE CHAIRMAN: How does the country go about having this democratic choice? The reason I am asking it is that we have studied and seen a whole long series of legislation which has been on the books for some time of various conclusions of Commissions and some ten or twelve parliamentary committees, all of which seem to keep repeating the concept of the single broadcasting system for Canada. I would have thought that so far, at least, the public democratic process operated to make that choice, on the evidence so far, of a single system.

MR. MACKLAIER: Either a democratic process, or the CBC; one is never sure which.

MR. McNALLY: Also one of your terms of reference is still this question. If it is settled, why does it keep cropping up in various Royal Commissions? It is still under observation, and this is one of the ways public opinion is stated.

THE CHAIRMAN: I am interested in Mr. Macklaier's suggestion that in a democratic process the choice has to be made between a single system or several. I am asking if the choice to date has not been pretty much all one way, on the evidence?

MR. MACKLAIER: Well, I don't know who has exercised the choice.

THE CHAIRMAN: How do you suggest the democratic process should operate?

MR. MACKLAIER: Well, at least by some more





partial body than the one that is that national system.

THE CHAIRMAN: But the CBC didn't write the concept of a single broadcasting system. That has been done by parliament, and it has been studied by innumerable parliamentary committees.

MR. MACKLAIER: All parliament has done is to say the Corporation shall carry on a national broadcasting service.

THE CHAIRMAN: And shall do it in such and such a way.

MR. MACKLAIER: Shall for that purpose pass such regulations.

THE CHAIRMAN: But the power is created by parliament for the CBC to do this.

MR. MACKLAIER: If it is a national service.

THE CHAIRMAN: Yes, and to do it by regulation of the private stations.

MR. MACKLAIER: Yes, I suppose so.

THE CHAIRMAN: Just one other general question: has the Chamber of Commerce any recommendations at all to make on the sort of underlying purposes we are seeking to achieve in this radio and television field. The sort of thing I am thinking of is, does the Canadian Chamber of Commerce believe that broadcasting in Canada should be Canadian, should have a high content of Canadianism in it? Does it believe that we have a problem of maintaining, as some of the briefs have put it, our cultural identity, being placed side by side with a very powerful and very rich neighbour. I looked



in the brief and could not find any of these basic concepts of the sort of objectives we are after in our broadcasting system. You may be for them or against them, I don't know. Is there anything you have to add along that line?

MR. MACKLAIER: All I can do is to pass that along. I am bound by what is in the brief. I agree that is a very formidable part of your problem and, personally, I would like you to get some help on that. I can't give it personally. Whether any of my colleagues feel they are free to within the limits of their mandate, is for them to say.

THE CHAIRMAN: This is a basic thing we have to struggle with. It is one on which we need all the help we can get and, frankly, this is a body which speaks on behalf of Canadian business, and it seems to be silent on this point.

MR. CREAN: Mr. Chairman, in our by-laws there is the question of the development of a particular national system. The Canadian nation has 16 million people sitting beside a very much larger and a very friendly neighbour. Specifically I wish I could be here today and make a specific recommendation to you on how much that would cost, because I think that is what you really mean.

THE CHAIRMAN: I think you first have to determine what you want to have before you try to figure out how much it is going to cost.

MR. CREAN: Well, assume the first one: I wish I had been here today with something definite on that point, but I cannot do it. One could do it in a personal





way if one were qualified, but there is none of our group here qualified to say that on behalf of the Chamber today.

THE CHAIRMAN: I don't want to press you beyond your mandate, Mr. Crean and Mr. Macklaier. However, we are seeking help on the basic problem of the kind of structure we want to have in Canada in radio and television, and I was not wanting to let an opportunity pass without trying to get the spokesmen of business in Canada to tell us what it ought to be.

MR. CREAN: I think by inference our brief contained primarily that the principal differentiation between a separate regulatory body and the present set-up, by inference, admits and realizes that we have just the kind of problem you have raised in your question, and that is probably one of the basic reasons why we haven't gone further and mainly put our brief entirely around that principle. That may be a rather poor way of answering your question, but I think it is as far as we can go.

THE CHAIRMAN: Well, thank you all very much, and Mr. Macklaier particularly for allowing us to question you at length this way, and I re-emphasize what I said at the outset, as you may not have been here at the time, that our questions are directed towards bringing out the facts and do not convey any conclusions whatsoever. When there are doubts in our minds we ask the questions in order to get full amplification.

MR. MACKLAIER: Perfectly proper. Thank you for your patient hearing, Mr. Coyne and Mr. Chairman.



THE CHAIRMAN: My thanks go to all your colleagues,  
Mr. Macklaier.

MR. CREAN: Thank you, Mr. Chairman.

(French follows)

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Mémoire soumis par

LA SOCIÉTÉ DES AUTEURS CANADIENS

Dr Adrien Plouffe - M. Jean-Jean Lefebvre

THE CHAIRMAN: Gentlemen, let us resume now. The next brief is that of the Société des Écrivains Canadiens. I do apologize Dr Plouffe and Mr. Lefebvre, for the delay in reaching you. I am sorry it is as late as this.

We will begin by marking your brief as Exhibit 171. Will you proceed to present it as you see fit.

DR ADRIEN PLOUFFE: La Société des Écrivains canadiens est un groupement professionnel avant tout préoccupé des intérêts corporatifs de ses membres. Elle réunit environ 300 littérateurs, romanciers, poètes, historiens, essayistes, etc. Comme telle, elle ne peut demeurer indifférente à toute initiative visant à améliorer le niveau intellectuel et artistique de la radio et de la télévision. Nous reconnaissons d'emblée que ce sont deux moyens très puissants de culture populaire. D'autre part, il va de soi qu'il n'appartient pas à notre Société de se prononcer sur des questions de régie financière et administrative qui ne relèvent pas de sa compétence.

Aussi bien nous contentons-nous,





dans ce bref mémoire, de prendre position sur quelques problèmes qui nous paraissent d'une très grande importance. Il y a tout d'abord la qualité de la langue française. Même si nous admettons qu'il s'est indiscutablement accompli des progrès à cet égard depuis quelques années, il y a encore place pour un souci plus exigeant de la pureté du langage parlé. Nous attirons plus particulièrement l'attention des autorités sur certains programmes dramatiques où, dans une intention de pittoresque artificiel ou de vérité photographique, on s'applique à répandre une langue incorrecte, pauvre, truffée d'anglicismes, de solécismes, de barbarismes, d'une articulation molle et paresseuse. C'est d'un déplorable exemple pour de trop nombreux auditeurs et téléspectateurs qui découvrent dans ces concessions au mauvais goût des excuses à leurs propres négligences. Un redressement s'impose dans ce domaine. Une raisonnable stylisation du langage n'est pas du tout impossible, à condition de poser le principe de son urgente nécessité. Si nous nous abandonnons au laisser-faire, nous détruisons l'oeuvre de l'éducation poursuivie dans nos maisons d'enseignement et dans un certain nombre de nos familles. Ce ne doit pas être le rôle de la radio et de la télévision canadiennes.

A cet égard, en vue d'assurer la pureté du français à la radio et à la télévision,



il nous semble désirable de désigner un surveillant de la langue parlée, qui serait en quelque sorte un conseiller en matière linguistique. Ce serait son rôle de relever les faiblesses et les incorrections des traductions, les formules peu heureuses employées par les annonceurs, les fautes de prononciation, etc. On nous assure que des postes semblables existent à la Radiodiffusion française et à la B.B.C. Nous sommes d'avis que Radio-Canada aurait tout avantage à suivre cet exemple.

Nous comprenons que les dirigeants de la télévision d'expression française doivent abattre une besogne considérable. Il leur faut en effet monter de plus nombreuses heures de programmes que leurs collègues de langue anglaise, lesquels peuvent régulièrement s'alimenter à Toronto, à New-York ou ailleurs. Pour corriger cet inconvénient qui risque à la langue d'épuiser nos réalisateurs, scripteurs et interprètes, il nous semble qu'il serait avantageux d'entamer des négociations avec la télévision française, belge et suisse, afin d'obtenir des échanges de programmes. Ce serait au bénéfice de toutes les parties intéressées. Nos artistes auraient l'avantage de se faire connaître en Europe; certains téléthéâtres, certaines "Heures du concert", pour ne citer que ces deux exemples, mériteraient sans discussion une plus généreuse diffusion. D'autre part, nous aurions avantage à





élargir nos horizons et nous familiariser avec des comédiens, des musiciens, des oeuvres de Paris. De pareilles ententes entre pays de culture française assureraient un courant d'idées et de sentiments dont les bénéfices sont incalculables. À ce rapprochement culturel, il peut exister des empêchements d'ordre technique; les perfectionnements actuels ne doivent pas les rendre insurmontables. Il y aurait lieu en tout cas de tenter des démarches dans cette voie.

La Société Radio-Canada a fait de louables efforts pour attirer dans son sein des écrivains de talent qui travaillent à hausser le niveau de ses émissions. Ce n'est peut-être pas tout à fait suffisant. Nous suggérons qu'au moins un écrivain de langue française soit invité à siéger au bureau des gouverneurs. Nous recommandons aussi la formation de comités consultatifs formés d'hommes de lettres qui seraient en mesure de fournir des conseils judicieux aux directeurs des programmes et aux réalisateurs, afin que ces derniers fassent appel à tous ceux dont la contribution pourrait être précieuse à la radio et à la télévision. Sans qu'il y ait aucune mauvaise volonté, il est normal qu'un réalisateur tourne dans le cercle étroit de ses amis pour leur confier la rédaction de textes; un comité consultatif aurait pour tâche de l'éclairer et de dépister à son avantage



de nouveaux talents.

Voilà quelques recommandations qu'il ne nous paraît pas nécessaire d'exposer plus longuement, puisqu'elles se limitent à une orientation générale à imprimer à notre radio et à notre télévision canadiennes d'expression française.

Nous faisons toute confiance à votre Commission pour en prendre bonne note et leur donner suite, si vous le jugez à propos. Elles sont faites en tout cas dans un esprit d'entier désintéressement, dans le souci exclusif de servir les meilleurs intérêts intellectuels de notre pays dans le secteur particulier qui nous est réservé.

THE CHAIRMAN: Do you wish to add anything to the brief?

DR PLOUFFE: No, sir.

Me deGRANDPRE: Je voudrais tout simplement relever cette suggestion au sujet de la formation d'un comité consultatif au sujet duquel vous parlez au deuxième paragraphe, à la page trois de votre mémoire.

DR PLOUFFE: Dans notre opinion, ces comités-là devraient renfermer des hommes de nos sociétés culturelles, par exemple, la Société Royale du Canada, l'Académie Canadienne-française et notre société des écrivains; ça formerait un



petit groupe d'intellectuels de langue française.

Me deGRANDPRE: Nous avons eu jusqu'à date des suggestions dans ce sens pour former des comités consultatifs d'homme de lettres, d'hommes de sciences, d'artistes, de musiciens, sur des sujets religieux, etc. Est-ce que vous ne croyez pas qu'en multipliant ainsi à l'infini les comités consultatifs dans toutes les sphères d'activités de Radio-Canada, vous tombiez dans le panneau fort bien connu que l'affaire de tout le monde n'est l'affaire de personne. Que dites-vous?

DR PLOUFFE: Votre opinion peut se défendre. D'un autre côté, je crois qu'il y a eu certains abus -- nous ne voulons nommer personne -- on aimerait à avoir un petit comité qui surveillerait ces choses-là. Il y a de beaux canadianismes; nous ne sommes pas contre les canadianismes. J'ai défendu ce point-là, et j'ai dit qu'on doit garder nos vieux mots, comme le mot "bordée de neige," "poudrerie", et le mot "peinturer", que les Français n'emploient pas. En France on ne dit pas "peinturer". C'est un canadianisme. Il y a le mot "fiable" qui est un canadianisme. Il y a une foule de mots qu'on doit garder. Nous sommes contre la vulgarité. Il y a des fautes de français. Prenez, par exemple, "je te pense"; ce n'est pas français ni en France, ni en Belgique, ni en Suisse, ni au Canada. On dit "je te crois" si on veut parler





de façon populaire; mais "je te pense", ce n'est pas français.

Me deGRANDPRE: Croyez-vous que le comité consultatif serait la solution, ou si vous ne seriez pas mieux servis en ayant -- et je ne veux pas passer de remarque pour ceux qui sont à la tête de ces divers départements -- mais en ayant des gens compétents à la tête de ces départements, pour arriver au même résultat ?

DR PLOUFFE: C'est possible. Ce qu'on veut, c'est d'avoir des résultats.

Me deGRANDPRE: Ce que je crains, c'est que si vous avez trop de comités consultatifs il y aura trop de bras pour faire tourner la roue qu'on veut faire tourner. Et dans un autre domaine, et c'est un domaine qui vous est très proche, on nous a suggéré à peu près partout, que le nombre d'émissions canadiennes, non pas seulement de provenance canadienne mais de conception canadienne, soit augmenté de façon à tendre vers une production cent pour cent canadienne. Est-ce que vous croyez qu'à l'heure actuelle, au Canada, nous avons suffisamment d'écrivains ou de romanciers ou de gens de lettres pour alimenter à cent pour cent la production canadienne?

DR PLOUFFE: Je ne serais pas prêt à répondre oui. Vous entendez une production ré-



gionaliste, là?

Me deGRANDPRE: Je parle d'une production qui soit canadienne ou canadienne-française pour la Radio d'Etat française.

DR PLOUFFE: Je crois que si on encourageait un peu nos jeunes écrivains, je crois qu'on pourrait trouver, ou chez les Canadiens français ou chez les Canadiens-anglais, je pense qu'on pourrait trouver assez d'écrivains. J'appartiens aussi à la Canadian Author Association. Je sais qu'on a beaucoup de gens qui pourraient écrire mais qui n'osent pas écrire.

M. TURCOTTE: Que voulez-vous dire par 'encourager'?

DR PLOUFFE: Je vais vous donner un exemple. Depuis quatre ans on fait des concours pour les romanciers. C'est le Cercle du Livre. Vous seriez surpris du nombre de gens qui ont écrit des nouvelles ou des romans, et qui n'auraient pas écrit sans cela. Il n'y a pas eu beaucoup de chef-d'oeuvres; il n'y en a pas beaucoup dans tous les pays. Mais cela a encouragé les gens à écrire et ça a donné une jolie production intéressante.

M. TURCOTTE: Voulez-vous dire qu'il faudrait faire des concours et qu'on en choisirait quelques-uns pour passer soit à la radio et à la télévision?





DR PLOUFFE: Ca pourrait se faire comme ça.

M. TURCOTTE: Rien n'interdit à ceux qui ont du talent de faire la même chose.

DR PLOUFFE: Oui, mais il y a la nature humaine, on est un peu paresseux.

Me DeGRANDPRE: Est-ce que, comme question de fait, Radio-Canada n'a pas inauguré, il y a quelques années, des concours pour rédiger des sketches ou des romans radiophoniques ?

DR PLOUFFE: Oui, je me rappelle qu'il y a eu au moins un grand concours. Je crois que c'est Yves Thériault qui a rapporté le sketch.

Me deGRANDPRE: Vous croyez que ces genres de concours devraient être multipliés?

DR PLOUFFE: Je crois que ça ne ferait pas de mal. Ce n'est pas nécessaire de donner des sommes formidables, mais ça encourage les jeunes à écrire.

M. JEAN-JACQUES LEFEBVRE: Au sens de notre mémoire, si vous permettez monsieur le président, en attendant que soient réalisées ces oeuvres futures, je pense que le mémoire appuie sur l'échange de programmes qui serait désirable présentement entre les télévisions française, belge et



suisse. Je ne sais pas comment c'est praticable en télévision, je ne suis pas au courant de cette question; mais je voudrais signaler par analogie le magnifique concert du festival de Suède et de Finlande que vient de nous donner la CBF, et si on pouvait nous apporter des spectacles de télévision qui viennent de France, de Belgique et de Suisse, d'une égale qualité, je ne crois pas que la culture canadienne y perde. Pour ma part je serai toujours pour que nous gardions nos contacts avec les grands pays d'Occident. Je ne crois pas que ni le nationalisme canadien vers lequel nous tendons tous y perde, non plus que la culture canadienne.

M. TURCOTTE: Je crois que les inconvénients sont plutôt d'ordre technique. Je crois qu'en France on fera une pièce qui durera une heure 22 minutes. On ne se préoccupe pas du temps comme on fait en Amérique du Nord, à cause des réseaux. Là-bas ils ne tiennent aucun compte de la durée des programmes. Ils arrêtent quand c'est fini. Je crois que c'est la difficulté.

M. TURCOTTE: Le président me dit que la technique du Kinoscope n'est pas encore complètement développée en France.

M. LEFEBVRE: Notre proposition est faite conditionnellement. D'ailleurs, nous le disons bien dans notre mémoire.

M. TURCOTTE: Vous pouvez espérer



que dans un avenir plus ou moins rapproché, ces choses vont s'accomplir.

THE CHAIRMAN: If you will forgive me, I should have said at the beginning that I am so impressed by your demand for quality in the French language that I do not trust myself to ask my questions in French. On this point of exchange of programmes, in addition to the technical problems there are also some problems which we are looking into in connection with the export of Canadian programmes based on problems of labour agreements which you probably know exist, and they are quite difficult ones to deal with.

DR. PLOUFFE: But, Mr. Chairman, is that question being studied now?

THE CHAIRMAN: This question has been raised with us and how far we are able to go with it I am not sure, but we certainly are considering it.

DR. PLOUFFE: There are some stones in the way.

THE CHAIRMAN: That is right. I have only one other question I would like to ask: As I read your brief, at page 3 at the middle of the page you suggest there should be a writer of the French language sitting on the Board of Governors;





that would be as a member of the Board of Governors?

DR. PLOUFFE: Well, we thought it would be possible. We suggest that.

THE CHAIRMAN: What lies behind my question is this, as to whether the concept of the Board of Governors should be a concept of a number of different experts, or whether it should be general representatives of the public interest. If you start on experts, you want a writer in the French language, somebody else might want an expert musician, or a dramatist or an engineer, or a foreign affairs expert.

DR. PLOUFFE: Yes, I understand.

THE CHAIRMAN: And before you are through you end up with a group of experts rather than a board. I just wondered if you had thought of that difficulty, in making your suggestion.

DR. PLOUFFE: I understand.

M. TURCOTTE: Je me permets de revenir sur la question de la surveillance de la langue parlée, et je vois que pendant tout l'interrogatoire vous avez toujours référé à Radio-Canada. N'avez-vous pas pensé aux postes privés dans ce domaine qui, en somme, sont écoutés?



DR PLOUFFE: Sûrement. Comme on avait un rapport à faire à Radio-Canada, nous nous en sommes tenus plutôt à Radio-Canada.

M. TURCOTTE: La Commission ne s'occupe pas seulement de Radio-Canada mais aussi des postes privés. Vous parlez aussi de comités consultatifs qui, selon vous, s'adresseraient surtout à Radio-Canada?

DR PLOUFFE: Oui.

M. TURCOTTE: Mais vous parlez surtout de questions linguistiques?

DR PLOUFFE: Oui; surtout la langue d'une part pour recommander la création d'un comité consultatif, et d'autre part la désignation d'une personne et un personnage qui siégerait au conseil des gouverneurs. C'est une recommandation.

M. LEFEBVRE: Si vous permettez, je pense bien que l'urgence serait surtout aux postes d'Etat, de nommer là une sorte de dictateur qui serait adjoint aux divers metteurs en scène ou scénaristes qu'il peut y avoir là, en matière de langue parlée et principalement dans le réseau d'Etat. Si l'Etat ne donne pas l'exemple en matière de correction de langage, qui le donnera. Sans rappeler qu'on a fait de la langue française en France un objet d'art et que nous nous targuons de continuer la culture française, je crois que notre devoir est de





tout faire pour laisser le moins de critique possible sur la qualité de la langue qui est parlée au réseau d'Etat. Je dois vous dire que je n'écoute pas beaucoup les programmes populaires, mais il m'arrive parfois de tourner le bouton pour ne pas entendre certains programmes qui viennent de Radio-Etat, bien qu'en général --- je suis heureux de le dire -- la langue soit meilleure là qu'ailleurs, et la langue en particulier des annonceurs, je crois, est très correcte; mais je crois qu'il y a encore à déplorer que l'on laisse sous l'autorité de l'Etat des programmes où la vulgarité du ton et la vulgarité du langage sont bien difficilement admissibles.

M. TURCOTTE: A la radio ou à la télévision?

M. LEFEBVRE: A la radio toujours. Notre Société a déjà adressé, il y a quatre ou cinq ans, lors du congrès de la langue française, une résolution en ce sens à l'adresse des autorités de Radio-Canada. Nous y revenons constamment et nous y reviendrons toujours tant que nous aurons à déplorer ces choses-là sous les auspices de l'Etat.

THE CHAIRMAN: I thank you very much for your interesting brief.

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QUEBEC FEDERATION OF HOME  
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Appearances:

Mr. Douglas Walkington	President
Mrs. J.R. Mallory	Chairman, Audio-Visual Aids Committee
Mr. R. Resin	Past President

THE CHAIRMAN: The next brief is that of the Quebec Federation of Home and School Associations. I have down Mr. Walkington and Mrs. Mallory to present that brief. We will mark it as Exhibit No. 172.

---EXHIBIT NO. 172: Brief of Quebec Federation of Home and School Associations.

THE CHAIRMAN: Mr. Walkington, are you going to present this brief?

MR. WALKINGTON: I would like to present Mr. Resin too, who is the immediate past president of the association.

THE CHAIRMAN: Thank you.

MR. WALKINGTON: I have a two-page resume.

THE CHAIRMAN: Well, we have all read the brief. We would like you to outline it sufficiently that it forms a foundation for any questions, but I think that is all we need, rather than a detailed reading, unless you prefer that.

MR. WALKINGTON: The resume is as follows:



Home and school associations are primarily interested in matters which effect the welfare of children and youth. An important secondary interest is in adult education largely because we believe that a rising educational and cultural standard amongst adults will have favourable effects on children.

On television our interest lies mainly in the educational and cultural, although the importance of the mass entertainment aspects of broadcasting are recognized. We feel it is vital that the present educational programmes for classroom work now provided by CBC be continued and, if possible, extended. These are important to urban centres, but of even more value in the more isolated parts of Canada. We are also anxious that other educational programmes such as the parent educational series be continued. We believe that some of the national programmes produced by CBC for children are of outstanding quality. We feel that it is important to retain and strengthen the truly Canadian flavour of the educational and also of the entertainment programmes for children, as one of our objects is to foster high ideals of citizenship and patriotism. Such programmes as this require expert and careful preparation, and we feel as a general rule they can be prepared more satisfactorily on a national basis in order to secure the outstanding personalities and technical excellence necessary to make them effective educational media. These types of programmes are in a class with religious programmes





which do not lend themselves to advertising sponsorship, and which therefore add to the cost but not the revenue of stations. The CBC is the only organization which could at the present produce and distribute educational programmes on a national scale. On the other hand, there is a real place for the private stations. The handling of local programmes of all kinds cannot be touched by the national system. For example, the Canadian Federation of Home and School have special associations with the CBC educational broadcasting officials and committees, and in Quebec our Federation has had the generous cooperation of private stations in Montreal, Chicoutimi and Sherbrooke.

The general conclusion, therefore, is, within the limits of our particular interest in educational and cultural programmes, we feel that the present arrangements on a national and local basis are reasonably satisfactory, and it would be unfortunate if anything were done to dilute the quality or quantity of any programmes in which we are particularly interested.

From the financial point of view the brief primarily insists that sufficient funds be made available to CBC to ensure retention and, if possible, extension of the present programmes without sacrifice of quality. If necessary to do so, we urge that sufficient funds be made available from the general revenues of the nation.

May I in closing stress that we are dealing



with the limited field of broadcasting, and for this reason our references have been largely CBC. This does not mean any lack of respect for the work of private stations. On the contrary, they are contributing in a very large measure to the broadcasting picture of Canada.





THE CHAIRMAN: Mr. Coyne?

MR. COYNE: Mr. Walkington, I take it from your brief that your Association generally approve of the present structure of broadcast in Canada, is that correct?

MR. WALKINGTON: In general, yes.

MR. COYNE: By the present structure I am speaking generally of the CBC and the private stations and their relative roles that they at present play.

MR. WALKINGTON: Correct.

MR. COYNE: You are not recommending any changes in the structure?

MR. WALKINGTON: No, we feel that the present arrangement, from our limited point of view, is very satisfactory. We are not touching the broader aspects of entertainment in general. From our point of view they seem to be satisfactory.

MR. COYNE: And you stated in your resume that you are largely limiting your recommendations to that particular interest?

MR. WALKINGTON: We feel that is our place.

MR. COYNE: At the bottom of page 3 of your brief you say:

"English speaking Canadians cannot expect even this small degree of national identity --"

I think you are referring there to the production of Canadian programmes:



"Unless there is a national broadcasting system equipped to provide it."

I would just like to ask you why you feel there must be a national broadcasting system to provide this feature if there is a demand for Canadian programmes or if there is a demand for programmes of a Canadian nature, would not privately owned stations provide them as well as a publicly owned system if there is a demand for such programmes?

MR. WALKINGTON: I would like to ask Mrs. Mallory who is chairman of this committee which prepared the report if she would answer that.

MRS. MALLORY: I think we can answer that by saying there is not a demand but the home and school would like to have the programmes and from our point of view we think they are vitally important.

MR. COYNE: Would it be fair to say you think of yourselves as a minority?

MRS. MALLORY: We may be.

MR. COYNE: Your position is you think your interests are better protected by a publicly owned system?

MRS. MALLORY: Yes.

THE CHAIRMAN: Is it not a question of whether this is financed in one way or in another? Can it be financed privately, the kind of programme you are thinking of?

MRS. MALLORY: It could be, there has been no proof as far as I know that the private radio stations are going into large scale Canadian productions.

MR. WALKINGTON: You recognize they must make a



profit and some of these programmes may appeal to minority interests and we feel the CBC has done a job in providing for some of these minority interests to complement the work of the private stations.

THE CHAIRMAN: You are saying in effect one is a purely economic contribution and in other places there may be a national aspect or public interest?

MR. WALKINGTON: I think the private people accept a good deal of responsibility and do lots of good.

THE CHAIRMAN: But you are saying economic pressures are stronger on the private than on state radio?

MR. WALKINGTON: That would seem so up to the present.

MR. COYNE: In the next section of your brief which starts at the top of page 4 you speak of the CBC radio and television school programmes; are these CBC school programmes broadcast in Quebec?

MR. WALKINGTON: Yes. Of course, with education being a provincial matter the question of receiving those programmes is a matter for the educational authorities because there is autonomy, provincial autonomy in education. I understand many of them have been made in conjunction with the educational authorities of the province but they are received at least in schools we represent if the principal and educational authorities wish to do so.

MR. COYNE: We have heard a good deal about school broadcasts across the country and the purpose





of my question, I think our understanding is that they are produced by the CBC in conjunction with the provincial educational authorities.

MR. WALKINGTON: Most of them are, I am not quite sure if that is true of the television programmes which admittedly are on an experimental basis at the present time. I would think if the television programmes are to be continued they should be in conjunction with the provincial authorities.

MR. COYNE: But there are at the moment CBC school broadcasts which are being broadcast in Quebec.

MR. WALKINGTON: Yes.

MR. COYNE: Is that only in the English language?

MR. WALKINGTON: I think so but I would not like to be quoted as an authority on it.

MR. COYNE: Incidentally, your organization speaks only for the English speaking section of the --?

MR. WALKINGTON: We only represent the educational system under the Protestant system which includes, of course, really non-Roman Catholic systems because some schools in our organization are not strictly under the Protestant system but they operate under that system.

MR. COYNE: I understand. Then, the next section of your brief beginning on page 5 dealing with the present national broadcasting system, you refer to the two elements, the CBC and the private stations and you say:

"These two parts of the system are not competing, but complementary."



This is a subject that we have heard a great deal of both in Montreal and elsewhere, do you think, strictly speaking, that the private stations and the CBC stations do not compete one with the other either for business or audience or some other element of the service?

MR. WALKINGTON: We are confining our brief to the elements in which we are particularly interested in the field of education. In children's programmes competition is rather limited, the private stations have audiences for school affairs on a local basis but the CBC has provided educational programmes on a national basis.

MR. COYNE: So really you are suggesting to me that as far as this statement is concerned we should not read it as being a generalization applicable to the whole system but rather as applying to the sphere of broadcasting in which you are particularly interested?

MRS. MALLORY: May I elaborate on that? We were not thinking at all in terms of advertising in this case, what we were thinking of was the origination of programmes. The CBC programmes are aimed at the entire network whereas local programmes which originate with the particular radio station, I am not talking about American programmes being brought in by one of the affiliates or one of the completely independent private stations, in that sense they are completely supplemental.

MR. COYNE: You are drawing a distinction between local and national programmes?

MR. WALKINGTON: Yes, the CBC would not give





time on the air because that is a local right.

MR. COYNE: So we should not read into this statement any suggestion that you are saying, for instance, that the CBC and the private stations do not necessarily compete for business?

MR. WALKINGTON: No.

MR. COYNE: In the commercial side of their operation.

MR. WALKINGTON: No.

MR. COYNE: And then you go on in your next section to certain criticisms of broadcasting, I am looking at page 7, and you have as the general heading, "Canadian broadcasting is 'too commercial'."

Without going into it in detail I think you are making a general criticism there. I am wondering whether you feel that the criticism is as valid in respect to the private stations as in respect to the CBC or do you draw a distinction between them in this aspect of broadcasting?

MRS. MALLORY: No, I do not think we would.

MR. WALKINGTON: With the heading "Canadian broadcasting is 'too commercial'", that is a criticism not just ours, we are discussing the point that some people say that Canadian broadcasting is too commercial.

MR. COYNE: Would you say that such a criticism is as valid if it is applied to the private stations who depend upon commercial revenue and without which revenues could not provide this service that you admit as being worth while even in your field, as the criticism might be if directed towards a national organization which



can look to public funds for support? In other words, to what extent can you say, "We approve of these commercial stations, they devote themselves to our service, we recognize they depend upon commercial revenues to provide that service but we think they are too commercial"?

MR. WALKINGTON: I do not think you should read that into it, I think you should read that as a criticism made by some people but not us. I would say, personally, we must have revenues for private stations as well as for the public stations.

MR. COYNE: Then, I am turning over to page 9 and in this section you are speaking or suggesting that certain programmes do not lend themselves to sponsorship. I suppose there are many programmes in your particular field in which you would feel that was so, but what is the objection to the sponsorship of news broadcasts? Let me just introduce it in this way, the CBC provides news broadcasts and they are not sponsored; the private stations also provide news broadcasts and many of them are sponsored. I take it you are suggesting here that there is an objection in principle to sponsorship of news broadcasts?

MR. WALKINGTON: Yes.

MRS. MALLORY: There are two points there, one is that people will not object to advertisers on the whole. The other objection is, there is a danger which has been shown, I think, in current broadcasting upon occasion that the sponsor will influence the type



of news broadcast which you want to be as impartial as possible. The news commentaries can be as partial as they please, they issue from one person.

MR. COYNE: We have had a good deal of evidence before the Commission with respect to Canadian broadcasts to the effect that as far as private stations are concerned no sponsor of a news broadcast is permitted to have anything to say about what goes into the news broadcast.

MR. WALKINGTON: I think we should take this as being something added. Even amongst ourselves in a particular place we may have a certain amount of discussion as to whether these two points should be in there.

MR. COYNE: Would you say the question is open?

MR. WALKINGTON: Yes.

MR. COYNE: I do not want to burden it, I think it is essential --?

MR. WALKINGTON: Yes, I do not want to leave the impression that there has been any slanting of news by private stations or the CBC, I would not want to leave that impression at all.

MR. RESIN: Sponsorship, the private stations expressing their opinion of whether the CBC should be replaced or not, I think it is safe to say there has been some slanting in that respect in the expression of opinion or news on the existence or non-existence or replacement, as has been suggested this morning, of the CBC by another body. I mean, I have heard that.

MR. COYNE: You have heard it but you are not suggesting any specific instance?





MR. WALKINGTON: If we could use the august words of the Chamber of Commerce, I would like to take these words out, personally. The other ones, the religious broadcasts, that is different, we do believe they are different.

MR. COYNE: Yes, I was really thinking primarily of the news broadcasts because of the fact that the present time in fact a great many news broadcasts in this country are sponsored, I would presume the majority of them.

MR. RESIN: I would agree if the evidence before you shows that the sponsors have no influence that there certainly is nothing wrong with it.

MR. COYNE: Well, just going on to your comments on finance on page 13 where you are referring to the tax on receiving sets, you refer to a speech by Mr. Dunton at the Canadian National Exhibition last year to the effect:

"That this additional revenue will be sufficient to meet its needs in the foreseeable future."

Just for the record I do not think the Corporation believes at the moment that the excise revenue will in any way be adequate for the foreseeable future.

MR. WALKINGTON: It makes more potent our next suggestion.

THE CHAIRMAN: I thought this was actually a misprint, that you meant it would be insufficient.



MR. WALKINGTON: Sometimes the typing of ours or others is wrong, maybe we read that somewhere and it was a misquotation.

THE CHAIRMAN: Well, it is just being pointed out to you as a possible error.

MR. WALKINGTON: Thank you very much.

MR. COYNE: Your suggestion is that one of the ways of relieving this inadequacy of revenues from existing sources is to have the capital expenditures required for the development of the national service come from the government of Canada rather than having them made a burden on the CBC. I wonder if you could develop just a little the idea that you have in mind there as to the handling of this capital expenditure.

MRS. MALLORY: That, I think, means in so far as the CBC has insufficient funds to handle these that the government of Canada should be willing to further subsidize the CBC in capital expenditure. I think that is as far as the brief goes, in order to maintain these other things which we consider of paramount importance which are not revenue producing, we should be willing to pay for it.

MR. COYNE: You are suggesting as far as capital expenditures are concerned that they should be borne directly by the government and the taxpayer and not out of the ordinary revenues of the CBC, is that right?

MRS. MALLORY: If the CBC cannot provide this service without doing that.

MR. WALKINGTON: I think there is another implication here and that is that we would not like to





see the benefits of educational television denied because of lack of funds in those places where there is a limited population. We think that the educational programmes of the CBC over the radio have been of real value in these sparsely populated places and we would hate to see the television programmes, if they are going to be of some educational value, denied to people in thinly populated places because of lack of revenue.

THE CHAIRMAN: Are you saying that there is a purpose to be served in this television development and if that is attempted to be done on a basis whereby it will have to be paid back then it will be slower than it would be, than if it was done as a national development?

MR. WALKINGTON: We were trying to help by making the suggestion that what we are saying is, "do not cut down the money for educational purposes".

MR. COYNE: Those are all the questions I have.

THE CHAIRMAN: I think I have asked most of my questions as we went along. We want to thank you for presenting this brief.



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10 septembre 1956

Mémoire présenté par

Le Comité de télévision du nord-ouest québécoisComparutions:

M. Paul L. Rivard

M. Armand Bouffard

M. Gustave Tremblay

M. Fernand Côté

M. L.P. Dionne

M. Ovila Legault

M. Albert Philbert

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THE CHAIRMAN: Our next submission is from the Comité de télévision du nord-ouest québécois, Dr Rivard presenting the brief. Dr Rivard we have a list of those who are appearing with you. We welcome them here. The list of these appearances is going in our official record.

We will begin by marking your brief as EXHIBIT No 173.

DR RIVARD: Monsieur le président, messieurs les commissaires. Je vous remercie de votre cordiale invitation de comparaître devant votre commission, et j'aimerais à vous présenter ceux qui nous accompagnent:

M. Armand Bouffard, directeur de la Chambre de Commerce de Val d'Or; M. Gustave Tremblay, échevin de la ville de Val d'Or; Me Fernand Côté, avocat, directeur de la Chambre de Commerce



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de Malartic; M. L.P. Dionne, directeur de la Chambre de Commerce de Senneterre; M. Ovila Legault, président de la Chambre de Commerce de Barraute; et M. Albert Philbert, greffier de la ville de Val d'Or.

Depuis ce matin, monsieur le président, j'ai écouté avec intérêt les divers travaux qui ont été présentés, et je vous avoue bien franchement que je suis moins gêné que ce matin de me présenter devant la Commission.

Plusieurs requêtes sans doute ont dû être faites déjà au sujet de la télévision pour le Nord-Ouest québécois. Nous voudrions une fois de plus cependant attirer l'attention de la Commission sur la région qui doit être le sujet de ce court travail. Elle est géographiquement située entre le 73 et 80 degré de longitude ouest et 47 et 49 degré de latitude nord. Cette région comprend une superficie d'environ 60,000,000 d'acres de terrain, riche en mines, en boisés de toutes sortes, comprenant actuellement environ 9,200 fermes en culture. La population est de 175,000 âmes dont les 2/3 sont d'origine canadienne-française.

Or si l'on s'en tient au désir du Comité spécial sur la radiodiffusion institué par la Chambre des Communes il appert que ce dernier, à maintes reprises a formulé l'opinion que la radiodiffusion devrait être telle qu'elle soit l'expression





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des idées et des aspirations canadiennes et atteigne le plus grand nombre possibles de Canadiens. Nous appuyant donc sur ce désir du gouvernement fédéral de satisfaire le plus de citoyens possible, nous venons demander à la Commission royale d'enquête d'étudier la possibilité d'étendre les services de Radio-Canada dans le domaine de la télévision pour couvrir la région décrite et de faire les recommandations budgétaires nécessaires pour la réalisation de ce projet.

Si l'on considère l'étendue du territoire à desservir, nous croyons qu'il serait nécessaire d'ériger trois stations de retransmission. Nous croyons aussi après avoir étudié sérieusement la question qu'il serait possible d'ériger ces stations de retransmission au niveau des stations de Radar qui existent présentement dans cette région. Nous suggérons ces stations pour deux raisons. Premièrement: Question économique en utilisant certaines facilités existantes, telles que les tours Micro-Waves installées déjà et en se servant du personnel de l'aviation, comprenant des techniciens dans ce domaine.

Deuxièmement. Le site des stations de radar est l'endroit tout indiqué pour l'érection des antennes de transmission dont l'altitude même est un facteur de puissance permettant un rayon de propagation plus étendue et par le fait même réduisant le coût d'installation.



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Nous insistons pour que cette région soit sous la juridiction de Radio-Canada parce que du fait de l'étendue du territoire à couvrir et de la dissémination de la population, aucune compagnie privée ne peut se permettre d'opérer une station de télévision donnant satisfaction à tous les intéressés.

La demande actuelle est un voeu général de la population des comtés de Chapleau et Témiscamingue, exprimé par le Comité de la télévision du nord-ouest québécois lors d'une assemblée spéciale tenue à Val d'Or le 21 février dernier et qui groupait des représentants de toutes les Chambres de Commerce et des Conseils municipaux de la région.

Nous sommes convaincus qu'il est du ressort de la Commission d'enquête actuelle de faire étudier la possibilité d'étendre les services de Radio-Canada pour tout le Nord-Ouest québécois et de favoriser la réalisation de ce plan en recommandant les besoins financiers nécessaires.

Qu'il nous soit permis en terminant de signaler à l'attention de messieurs les commissaires que la région intéressée rapporte à la prospérité générale du pays, par ses industries minières, forestières et agricoles actuelles plus de un milliard par année et que nous faisons à peine découvrir quelques possibilités économiques. C'est donc en vue du développement du Nord-Ouest québécois demandé par tous les corps publics et surtout si bien





exposé dernièrement devant la Commission Gordon par un travail du Commissariat industriel de l'Abitibi, représentant la Fédération des Chambres de Commerce de l'Abitibi, que nous demandons ardemment à Radio-Canada d'étendre ses services de télévision à notre région pour permettre à toute cette population qui a contribué au développement économique en s'imposant des sacrifices immenses, de vivre d'une façon plus normale en lui donnant les distractions nécessaires à la santé morale et qui a autant droit, sinon plus, comme citoyen canadien aux mêmes avantages de la télévision procurée dans les grands centres.

Enfin ce serait un grand facteur économique en encourageant une population d'élite à venir s'établir chez nous. Nous croyons enfin que la télévision devrait surtout favoriser les gens éloignés et sans moyens de distraction et qu'elle devrait précéder le pionnier dans une région aussi prometteuse.

THE CHAIRMAN: Thank you Dr Rivard. Do you wish to add anything to the brief at this stage or will we go to the questions?

DR RIVARD: Monsieur le président, depuis que ce mémoire a été écrit il s'est présenté certaines circonstances, entre autres, une compagnie privée demande à faire de la télévision dans notre région. Ceci a amené beaucoup de controverse, et la



controverse existante n'est pas contre la compagnie privée mais elle existe contre la demande d'octroyer un territoire aussi vaste à une compagnie privée qui veut aller s'établir dans un endroit illogique pour la région. Nous comprenons parfaitement bien pour quelle raison cette compagnie privée veut s'installer à l'endroit précité -- c'est Rouyn-Noranda-- parce que, comme on le dit dans le mémoire, que c'est une question de finance. La compagnie privée, il faut que ça rapporte; et chez nous, dans le territoire qui nous occupe, la compagnie privée ne peut pas vivre si elle s'établit dans l'endroit logique pour desservir la région.

Et à ce sujet, M. Philbert a écrit quelques lignes, et si vous voulez il va vous les exprimer.

M. TURCOTTE: Vous êtes de Val d'Or, monsieur Philbert?

M. PHILBERT: Oui, monsieur. Permettez que l'on ajoute quelques considérations pour faire suite au mémoire qui vient d'être présenté. En partant du principe que la télévision intéresse tous les Canadiens et que tous les Canadiens ont droit à ce service, nous désirons exposer un aspect qui, nous croyons, est particulier à notre région.

Répetons d'abord que le gouvernement Canadien a créé un organisme, soit la Société Radio-Canada, lequel organisme a reçu la mission d'assurer



un service national de télévision et de radio. En vertu des pouvoirs qui lui sont conférés, cette Société régit la radio et la télévision au Canada en plus d'exploiter ses propres postes. Dans le domaine de la télévision l'Etat a cependant limité l'exploitation de la Société Radio-Canada à six grands centres soit: Montréal, Toronto, Ottawa, Halifax, Vancouver et Winnipeg, laissant le champ libre à l'entreprise privée pour établir des postes de télévision dans le reste du pays et c'est sur ce point que nous désirons attirer l'attention de la Commission.

Nous soumettons, messieurs, que dans certaines régions du Canada, comme le Nord-Ouest québécois, par exemple, il est impossible à l'entreprise privée d'établir la télévision pour satisfaire toute la population et en même temps en faire une entreprise rentable et voici pourquoi: notre population est d'environ 175,000 habitants dont 80% est de langue française. Or, selon les recherches et les enquêtes d'une compagnie privée bien connue, le seul moyen logique d'établir la télévision par une entreprise privée, chez nous, est le suivant:

L'établissement d'un poste de télévision dont les émissions émaneraient d'un seul réseau soit le réseau de langue anglaise de Radio-Canada provenant de Toronto. Ceci en vue d'englober une population additionnelle à celle ci-haut mentionnée, d'environ 125,000 âme située au Nord-Est de l'Ontario.





Les émissions seraient 50% en langue française et 50% en langue anglaise; il est toutefois important de souligner que les programmes français seraient fournis sur films et aucun de ces programmes ne viendrait directement des studios. 40% seulement des émissions tant de langue française que de langue anglaise seront fournies par Radio-Canada. Le 60% sera réservé à l'annonce commerciale et aux programmes produits par l'entreprise exploitant le poste.

Un tel poste de télévision, messieurs, n'atteindrait qu'environ 20% du Nord-Ouest québécois, et nous soumettons qu'un tel poste ne saurait satisfaire ni la population anglaise de l'Ontario ni la population française du Nord-Ouest québécois; et nous vous suggérons que la Société Radio-Canada soit gratifiée de nouveaux pouvoirs d'exploitation afin de desservir les régions qui ne peuvent l'être adéquatement par l'entreprise privée. De plus nous recommandons que le gouvernement canadien octroie les fonds nécessaires à cette fin.

M. TURCOTTE: Je ne connais pas très bien la géographie de votre région; mais serait-il possible, en vue des distances, d'avoir deux postes de télévision: un dans le Nord-Est de l'Ontario et un dans le Nord-Ouest de Québec? Les distances sont-elles assez grandes pour les séparer complètement?

DR RIVARD: D'abord l'Abitibi est plus grande que l'Angleterre, si ça peut vous donner



une idée. Disons qu'il y aurait à couvrir environ 300 milles de long par 200 milles de large.

M. TURCOTTE: Seulement dans le Nord-Ouest québécois, c'est 200 par 300?

DR RIVARD: Oui, monsieur.

M. TURCOTTE: Alors, cette entreprise privée voudrait s'établir probablement à la frontière du Québec, de sorte à rayonner sur le Nord-Est de l'Ontario?

DR RIVARD: Oui. Alors on dit, nous autres, pour demander le permis à Radio-Canada pour le Nord-Ouest québécois c'est illogique. Que la compagnie fasse la télévision pour le nord-est de l'Ontario et la zone environnante, très bien, mais pas le nord-ouest québécois; ou si c'est pour le nord-ouest québécois, eh bien, que la station s'établisse pour le Nord-Ouest québécois, et c'est pour ça qu'on se dit : on comprend très bien le bien-fondé de la compagnie; la compagnie veut vivre, et la population est beaucoup plus dense au nord de l'Ontario que le nord-ouest de Québec.

En mettant la station au centre du nord-ouest québécois, cette station se trouverait à perdre l'avantage du nord de l'Ontario, et comme la population est très dispersée, une population assez respectable, environ 175,000, mais c'est desservi sur 300 milles par 200 milles.





M. TURCOTTE: Quelle serait la population du Nord-Est de l'Ontario correspondante?

DR RIVARD: C'est une question à laquelle je ne voudrais pas répondre sans être sûr

M. TURCOTTE: Approximativement. Est-ce qu'elle aussi considérable que l'autre?

M. PHILBERT: Environ 125,000 de population. La compagnie privée voulait atteindre 125,000 de population dans le Nord-Est de l'Ontario.

M. TURCOTTE: En plus d'une partie seulement du Nord-Ouest de Québec?

M. PHILBERT: Oui. Il faut admettre que la partie du Nord-Ouest québécois que l'entreprise privée en question veut atteindre est concentrée où c'est plus peuplé. En d'autres termes, ils prétendent pouvoir servir peut-être 125,000 aussi de ce côté-là. Mais le point est celui-ci: si vous avez remarqué, nous avons dit qu'il y a seulement un réseau; alors c'est 50% anglais et 50% français. Les émissions françaises que nous aurions seraient seulement sur films; nous n'aurions jamais rien de direct de Montréal.

M. TURCOTTE: Les émissions anglaises viendraient par micro-ondes de Toronto?

M. PHILBERT: Elles viendraient directement de Toronto.



M. TURCOTTE: Apparemment la source viendrait sur le canal 4 par North Bay venant de Toronto.

DR RIVARD: Oui.

Me deGRANDPRE: Pourriez-vous, docteur, nous donner une idée de ce qu'est votre comité de télévision pour le Nord-Ouest québécois, quels en sont les membres?

DR RIVARD: C'est une association volontaire.

Me deGRANDPRE: Est-ce incorporé?

DR RIVARD: C'est une association volontaire; c'est un groupe de jeunes qui se sont réunis et qui ont demandé l'appui de la Chambre de commerce et des conseils municipaux de la région; et nous nous réunissons de temps en temps pour discuter des sujets qui intéressent la région, et nous ne sommes pas incorporés. Nous avons pris le titre de "Comité de radio et de télévision du nord-ouest québécois" parce que cela s'intéresse au nord-ouest québécois.

Me deGRANDPRE: Ca représente combien d'associations?

DR RIVARD: La Fédération des Chambres de Commerce de l'Abitibi, qui a passé une



résolution il y a quinze jours, et ça comprend Amos, Barraute, Bourlamaque, Duparquet, LaSarre, Malartic, Parent, Clova, Val d'Or et Senneterre; ce sont les endroits qui sont les plus représentatifs. Maintenant, il y a d'autres places qui n'ont pas été... mais je sais pertinemment que ces gens-là nous demandent de travailler dans leur intérêt, mais il n'y a jamais eu de démarches officielles auprès du comité.

M. PHILBERT: A l'assemblée du 21 février que M. Rivard a mentionnée tout à l'heure, c'était un groupe d'environ 60 personnes. Ces 60 personnes représentaient les villes de LaSalle, Duparquet, Amos, Barraute, Senneterre, Val d'Or, Malartic, Cadillac, environ toutes les principales places du nord-ouest québécois, excepté Rouyn-Noranda -- ils avaient été invités -- c'est peut-être la raison que le poste est à Rouyn-Noranda.

Me deGRANDPRE: Cette région du Nord-Ouest québécois est limitée à l'est par Val d'Or; Val d'Or serait la limite est, à peu près?

DR RIVARD: La limite sud-est.

Me deGRANDPRE: Et en vous dirigeant vers le nord?

DR RIVARD: En tirant une ligne en droite ligne vers le nord et pour prendre toutes les places situées sur le Transcontinental: Clova, Parent, etc.





Me deGRANDPRE: Dans le triangle Rouyn-Noranda, Val d'Or, Amos, vous avez le gros de la population du nord-ouest québécois?

DR RIVARD: Absolument, comme on l'a dit tout à l'heure.

Me deGRANDPRE: Quel est le total de la population de ce triangle formé par Rouyn-Noranda, Val d'Or, Amos ?

DR RIVARD: Je dirais environ 125,000.

Me deGRANDPRE: Pour les fins du dossier, le point le plus au sud-est est Val d'Or; et en s'en allant à peu près en droite ligne vers l'ouest, à peu près 80 ou 90 milles plus loin on arrive à Rouyn-Noranda, et à peu près au sommet de ce triangle, à peu près 60 milles plus au nord on arrive à Rouyn-Noranda et à peu près au sommet de ce triangle, à soixante milles plus au nord, on trouve Amos.

DR RIVARD: Je pense que ce serait plus juste si on disait un quadrilatère: au nord de Rouyn-Noranda, La Reine; au nord-est vous pourriez mettre Senneterre, et Amos se trouve dans le milieu de ce quadrilatère. Là, vous avez la population la plus dense de l'Abitibi qui serait autour de 130,000.

Me deGRANDPRE: Et le poste proposé



d'entreprise privée desservirait-il jusqu'à Senneterre?

DR RIVARD: Certains prétendent que oui, d'autres que non. La distance par la voie des airs est de 84 milles.

Me deGRANDPRE: Ce qui veut dire que la tour placée à mi-chemin serait à 42 milles?

DR RIVARD : Senneterre est dans le cercle de 90 milles de la tour.

THE CHAIRMAN : May I interject?  
I understand the proposed application would not cover the area these gentlemen represent, but may I ask this, when the private application was made to the Board of Governors of the CBC did this committee appear before the Board and raise objections to the granting of the licence?

DR RIVARD: Yes, we did.

THE CHAIRMAN: The reason I ask is, we welcome you here, we are very anxious to get a full picture of this, but I am inclined to think that the question of grant or non-grant of that private station is not for us.

DR. RIVARD: We understand that.

THE CHAIRMAN: That is something that must be done by those responsible and who have a great deal of technical information. We are



interested in the fact that you would like to have CBC centrally located television station, which involves public cost, which enters into our overall consideration, even though I think I should make it clear that I believe it is very unlikely that we would do more than have the feel of the general magnitude of the problem. It is not our business to say where television stations should be placed, whether they be private or CBC. I want to point out that is beyond our Terms of Reference.

MR. PHILBERT: Of course, your Board -- how shall I say it --- si les pouvoirs de Radio-Canada doivent être étendus, peut-être que si votre Commission qui doit recommander au gouvernement si les pouvoirs de Radio-Canada doivent être étendus à certaines parties du pays où il n'y a pas de télévision par l'entreprise privée.

M. TURCOTTE: Auriez-vous objection à un poste privé mieux situé?

DR RIVARD: Nous n'aurions pas d'objection si nous pouvions avoir deux canaux par une entreprise privée, même si l'entreprise privée pouvait avoir une partie du nord-est de l'Ontario pour survivre, et si nous pouvions avoir deux canaux, et le poste de Montréal en français.

M. TURCOTTE: Même si ce poste privé de langue française n'avait qu'une partie du





réseau de langue française, et le reste des programmes commerciaux en langue française également. Ce n'est pas contre l'entreprise du poste privé que vous en avez?

M. PHILBERT: Non, absolument pas.

Me FERNAND COTE: Ce que nous prétendons, c'est que dans notre région, à cause de notre immense territoire, nous croyons que la radio privée ne peut pas nous desservir. Radio-Etat n'a pas actuellement les pouvoirs nécessaires. Alors, nous suggérons qu'on donne à Radio-Canada les pouvoirs nécessaires pour suppléer où l'entreprise privée est déficitaire. Maintenant, je représente spécialement dans ce comité la Ville de Malartic, et nous avons parlé de télévision et, avec votre permission, j'aimerais à dire un mot sur la radio-diffusion. Nous sommes desservis, dans l'Abitibi, par quatre postes privés, à LaSalle, Amos, Rouyn-Noranda et Val d'Or, qui appartiennent à la même compagnie et qui forment réseau. Maintenant, à Malartic, c'est une ville de 7000 de population. Nous sommes situés à 17 milles de Val d'Or -- ce n'est pas très loin-- et à environ 40 milles de Amos, et à 50 milles de Rouyn-Noranda. Mais il arrive ceci: pour une raison ou une autre -- je ne suis pas technicien -- lorsque le soir arrive, vers cinq heures, nous ne sommes plus capables de prendre aucune émission de ces postes privés-là.



Maintenant, peut-être un soir sur trois, un soir sur quatre, nous pourrions prendre CBF de Montréal, mais nous ne pouvons jamais compter là-dessus. Et vous savez que c'est l'hiver surtout que nous écoutons les appareils. Maintenant, le réseau des postes privés est affilié d'une manière quelconque avec Radio-Canada et reçoivent des programmes de Radio-Canada, mais c'est surtout le soir. Mais, qu'est-ce que ça nous donne qu'ils en reçoivent si nous ne pouvons pas les capter.

Alors, en 1954, la ville de Malarctic a passé une résolution que je vais lire :

"CONSIDERANT que la population de l'Abitibi-Témiscamingue, d'après le recensement fédéral de 1951, est de plus de 141,500 personnes, et que cette population s'est accrue et continue à s'accroître sans cesse;

CONSIDERANT que cette population se répartit en plus de 26,000 familles ayant chacune un poste de radio récepteur;

Considérant que d'après le même recensement environ 86% de cette population est d'origine française;

Considérant qu'il n'y a aucun poste de radio émetteur de la Société Radio-Canada dans ladite région de l'Abitibi-Témiscamingue;

Considérant que le poste de la-dite Société le plus rapproché est celui de Montréal;



Considérant qu'il est impossible de capter le poste de la Société Radio-Canada à Montréal durant le jour;

Considérant que le soir il est impossible une fois sur deux de capter d'une manière adéquate le dit poste à cause du brouillage et de l'interférence;

Considérant que ladite région est desservie par cinq postes de radio dont un dans le Témiscamingue et les autres dans l'Abitibi;

Considérant que les quatre postes de l'Abitibi appartiennent à une même compagnie dont l'administration est située à Montréal;

Considérant que le service donné par ces quatre postes de l'Abitibi est excessivement pauvre quant à la qualité des programmes et quant à la réception;

Considérant que si dans le jour ils peuvent être entendus dans toute la région, le soir il est impossible à des endroits comme Malarctic, Cadillac, Duparquet, Senneterre et autres, de capter ces postes;

Considérant que ces endroits ont une population considérable et que cette population ne peut bénéficier de radio réception;

Considérant que la population de l'Abitibi-Témiscamingue contribue au revenu du Canada et de la Société Radio-Canada par ses taxes;

Considérant que cette population





a droit de bénéficier des services de la Société Radio-Canada;

Il est proposé par.. secondé par... et unanimement résolu que ce conseil demande à la Société Radio-Canada de construire et d'opérer dans l'Abitibi-Témiscamingue, à un endroit central, un poste de radio émettant en langue française et de puissance assez forte pour desservir toutes les localités de cette région.

Il est aussi résolu que copies de cette résolution soient envoyées à la Société Radio-Canada, Montréal; à M. Armand Dumas, député du comté de Villeneuve; à M. David Gourd, député du comté de Chapleau; à M. J.H. Proudfoot, député du comté de Pontiac-Témiscamingue; à M. Adrien Pouliot, gouverneur de la Société Radio-Canada, Université Laval, Québec.

Cette résolution a été passée le 15 mars 1954 et elle a été envoyée aux différentes autorités et de plus elle a été adoptée par les corps suivants:

La Ville de Malartic, la Commission scolaire de Malartic; la Chambre de Commerce de Malartic; la Chambre de Commerce des Jeunes; le Village de Senneterre; la commission scolaire de Tasche-reau; la Commission scolaire de LaSarre; la Commission scolaire de Renaud; la Ville de Cadillac, la Commission scolaire de Cadillac; la Ville de Dupar-



quet; le Conseil municipal de Authier; le Village de Barraute; l'Union des cultivateurs de Lamothe, celui d'Amos, celui de Val d'Or et celui de Saint-Benoit.

En d'autres termes, elle a été adoptée par tous les endroits excepté les quatre endroits où il y a des postes, parce que leur réception n'atteint pas plus que 20 ou 20 milles autour de ces endroits.

M. TURCOTTE: A quoi est-ce que c'est dû?

M. COTE: Ce sont des postes de 250 watts seulement. Maintenant, nous avons fait requêtes et requêtes. La Société Radio-Canada est venue à Malartic et nous avons exposé notre problème. M. Saint-Georges et M. Valois sont venus. On dit que la seule solution qui s'impose c'est d'installer des émetteurs du réseau français. C'est quelque chose. Si nous avons cela à Malartic, notre problème serait réglé. L'autre solution c'est que Radio-Canada établisse un poste dans le Nord; et la troisième, c'est qu'un comité de radiodiffusion oblige les compagnies privées qui ont une franchise dans un endroit, de donner un certain service.

Tout ce que nous voulons, c'est de la réception que nous n'avons pas. C'est certainement nécessaire pour nous parce que nous sommes dans



une région éloignée des grands centres. Nous n'avons pas de journaux quotidiens. Les journaux quotidiens nous viennent de Montréal et l'hiver, des fois, nous n'avons pas de journaux pendant deux ou trois jours. Nous aimons à nous tenir au courant des nouvelles.

Nous suggérons à la Commission d'étudier ce problème, soit de nous donner du service ou de donner les moyens nécessaires à Radio Canada, et nous ne sommes pas opposés à payer des taxes pour cela; nous en voulons de la radiodiffusion.

Dans le domaine de la radio nous n'avons pas satisfaction. C'est pour cela que nous sommes très craintifs dans le domaine de la télévision. Si on n'est pas capable de nous donner un service convenable pour la radio, qu'est-ce que la télévision va faire puisque ça coûte beaucoup plus cher? On ne sera pas capable de nous en donner.

Nous demandons donc que Radio-Canada nous donne le service que les entreprises privées ne sont pas capable de nous donner, et si, plus tard, les entreprises privées de radio et de télévision deviennent rentables chez nous, Radio-Canada pourra se retirer de ce domaine-là. Nous sommes tellement éloignés que nous avons besoin d'information.





M. TURCOTTE: Vous parlez de la visite de monsieur Saint-Georges. Est-ce que votre groupe a déjà adressé une demande formelle aux gouverneurs de Radio-Canada?

Me COTE: La résolution que je viens de vous lire a été adressée à tous ceux dont j'ai mentionné les noms tout à l'heure. Ils l'ont tous reçue, et nous sommes encore au même point. La dernière réponse qu'on nous a faite c'est qu'elle n'avait pas les moyens.

THE CHAIRMAN: I think we have your submission as to the desirability of CBC television stations in the region you are speaking of. I think we will have to inquire into what the problems are as to that being brought about and then consider whether it lies within our Terms of Reference or whether it is something you must argue elsewhere than before us.

MR. COTE: All we want is to get some television reception and we claim that private enterprise is not in a position to give it to us. We do not ask to have a station here and there, we just ask to have some television and some radio, and if Radio-Canada does not have the means then we suggest we are ready to accept a tax for it.

THE CHAIRMAN: The only point that I wanted to make clear is as to the final deci-



sion as to where it should be or the extension of the coverage of the CBC television service, it is so technical a matter we cannot go into that. However, I do understand the relevance of your brief and I want to thank all of you for coming. I realize all of you have come quite a distance to appear before us today, and I am sorry we had to keep you waiting because of some of the long briefs ahead of you. Thank you very much for coming.

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THE CHAIRMAN: We have one more brief to hear today, the Quebec Women's Institutes Incorporated.

SUBMISSION OF  
QUEBEC WOMEN'S INSTITUTES INCORPORATED

Appearances:

Mrs. G.E. LeBaron	President
Mrs. H.G. Taylor	Executive Secretary
Mrs. J. Ossington	

THE CHAIRMAN: We will be glad to make your brief as Exhibit No. 174.

---EXHIBIT NO. 174: Submission of Quebec Women's Institutes Incorporated.

THE CHAIRMAN: Mrs. Ossington, as it is a short brief perhaps you would like to read it.

MRS. OSSINGTON: Yes, I would.

The Quebec Women's Institutes Incorporated, representing the ideas of the English speaking rural women of this province, welcomes the opportunity of presenting its opinions to the Royal Commission on Broadcasting.

In the vast territorial expanse, which is Canada, it is small wonder that a sense of national identity, embracing many ethnic groups and cultures, many occupations and much geographical diversity is just now emerging.

The national, government-sponsored agency,





known as the Canadian Broadcasting Corporation, has played its part in this growing realization. It is imperative that it continue to do so. None but a national system can span the continent, physically and spiritually. None but a Crown corporation, supported by government funds, can afford to be inclusive - to provide a hearing for all the voices of Canada: French and English, rural and urban, big business and small, academic, intellectual, artistic, minority, social, feminine. That is the function of our corporation, the CBC.

We believe that women in rural communities have a definite responsibility in shaping the policies and programme content of the Canadian Broadcasting Corporation. We also advocate future development of private stations as they affect outlying and outpost areas.

We commend the Canadian Broadcasting Corporation for endeavouring to carry out the objectives submitted by them to the Royal Commission, 1949, however the restrictions placed on private networks by the Canadian Broadcasting Act has not been to the advantage of Canadian talent and development. On the contrary, they have been detrimental. Lack of cooperation between the Canadian Broadcasting Corporation and private stations has forced the public, having no choice, to select American stations.

We are of the opinion that private networks, both radio and television, should be encouraged. Affairs of local interest and local talent should be given



opportunity through the help of local advertisers.

Present rigid controls under the Canadian Broadcasting Act (Section 21), prevent full use of potential talent and original ideas.

We appreciate the efforts of the Canadian Broadcasting Corporation in the presentation of programmes that give us a better understanding of our own cultures, both English and French, and of the contributions of New Canadians in their own arts.

We are grateful to the Canadian Broadcasting Corporation for the excellent news and sports coverage, weather reports, farm broadcast and such worth while programmes as Trans-Canada Matinee, Citizen's Forum, and for the many fine plays and music.

We urge continued adequate financial assistance to the Canadian Broadcasting Corporation, enabling it to progress and improve in television and radio broadcasting. Providing the finest in Canadian information, education and entertainment is our mutual concern.

#### RECOMMENDATIONS

a) We recommend that the present Board of Governors be increased to include three women members. We suggest that these representatives include one from each of the two official language groups (French and English) and one with outstanding ability in arts and culture.

b) Advertising is the necessary life blood of both radio and television broadcasting. Although we become impatient at its reiteration we can only recommend





that the field of advertising be constantly explored to make it more acceptable to us and more profitable to the advertiser.

c) Experience proves that many of the children's programmes take place at inappropriate hours, interfering with the children's routine. Violence and gun play, as entertainment in children's programmes, set unwise examples, which lead to tragic consequences.

The Quebec Women's Institutes Incorporated hopes that the Royal Commission on Broadcasting will consider this expression of opinions on the part of its members as a contribution to the solution of some of the problems which now arise in the development of a sound national policy for radio and television broadcasting in Canada.

THE CHAIRMAN: Thank you very much, Mrs. Ossington. I should have said at the outset of your presentation that my colleague, Mr. Turcotte, might have to leave before the questioning was completed and you will understand that it is to make a broadcasting record and he must keep the appointment but he will be able to read this in the transcript later on. Mr. Coyne?

MR. COYNE: Could you tell us how many members are in your organization?

MRS. OSSINGTON: Twenty-six hundred English speaking rural women.

MR. COYNE: Are they organized into local branches?

MRS. OSSINGTON: Yes.

MR. COYNE: Could you tell me how many local branches there are?





MRS. OSSINGTON: One hundred and one.

MRS. LeBARON: Yes, they are organized in local branches, small groups from probably a dozen to 45 or 50 in the larger groups. There are 100 branches in 20 communities. We also have junior groups, they are smaller groups of probably about 100 and they are organized in six of the counties.

MR. COYNE: Could you just tell us briefly how your brief was prepared, whether it was prepared by a committee and if it was submitted to the groups and the branches or in what manner it was prepared?

MRS. OSSINGTON: We sent out a questionnaire and we received the results very promptly and a committee of two prepared the brief from the findings. The brief represents the majority opinion of 2,600 women.

MR. COYNE: As obtained from the branches through the questionnaire?

MRS. OSSINGTON: Yes.

MR. COYNE: Then, if I might just deal with your introductory paragraphs, you say:

"None but a crown corporation, supported by government funds, can afford to be inclusive - to provide a hearing for all the voices of Canada."

I wonder if you could say whether the institutes have any reason for saying that only a government corporation can provide this service? Why is it not possible for a private system of broadcasting to provide this service?



MRS. OSSINGTON: I do not think they can afford it for one thing and another thing, they probably would not be able to speak for everybody in the same way.

MR. COYNE: Would you suggest that there are certain services which broadcasting should provide which could not be provided on the basis of their commercial appeal, is that perhaps what you had in mind?

MRS. LeBARON: We would not get the adult education programmes.

MRS. OSSINGTON: We are very interested in adult education for one thing.

MR. COYNE: You say at the bottom of that page:

"We also advocate future development of private stations as they affect outlying and outpost areas."

I wonder if you could explain a little what you mean by that?

MRS. OSSINGTON: Well, I think that has been spoken of before but I think the educational advantages that come from both television and broadcasting should be made available to people living in far off places just as much as those in large cities. They probably need them more.

MR. COYNE: Are you suggesting that is a development which the private stations should undertake rather than the CBC?

THE CHAIRMAN: I think, Mr. Coyne, the two sentences are complementary in the paragraph. The



first sentence says that women have a responsibility to deal with the CBC but they also have some responsibility in connection with the development of the private stations.

MR. COYNE: Perhaps I was reading it out of its context.

THE CHAIRMAN: Am I correct in that?

MRS. OSSINGTON: That is right, Mr. Chairman.

MR. COYNE: Then a general question respecting points made on page 2 where you are critical of the restrictions placed on private networks. I take it that you are suggesting that the CBC should continue to provide the service it now provides but am I right in thinking that in addition to the CBC service you feel that private networks should be encouraged to develop?

MRS. OSSINGTON: Definitely.

THE CHAIRMAN: On that, of course, there is a question of overall cost involved because sooner or later these costs have to come from the people of Canada one way or another. I suppose the question is whether the whole Canadian economy would support both a public and a private national network.

MRS. OSSINGTON: Well, we are speaking specifically of down in the Gaspé where they had a very bad storm last year and CBA was not able to give them any direction at all and the private stations came in and did a wonderful job. We do feel there are times when the private stations can certainly put on a great service.

THE CHAIRMAN: We have had a good deal of evidence as to the service of the private stations but here you are







talking of private networks and are suggesting, I think, that the restrictions on private networks should be removed.

MRS. OSSINGTON: I think probably made a little less rigid.

THE CHAIRMAN: I think I see your point now, you think that there should be greater freedom to form private networks?

MRS. OSSINGTON: I think so.

MR. COYNE: Then, just one question on the matter of finance, Mrs. Ossington. At the top of page 3 you urge continued adequate financial assistance to the CBC enabling it to progress and improve in television and broadcasting. Have the institutes any specific recommendations as to the manner in which the CBC should be financed?

MRS. OSSINGTON: Of course, we think the government could increase the money to them but I think on the whole people are not averse to a fee if we give them better Canadian programmes.

MR. COYNE: Are you speaking of a license fee such as we used to have for radio?

MRS. OSSINGTON: I think so. You would be very surprised, but the majority of our women are very keen on having more Canadian programmes, more and better.

THE CHAIRMAN: What about the ones they have now, I am not speaking of the purely entertainment programmes, although that has its value too, but the programmes of a greater educational or enlightenment



value, could you tell us whether the members of your institute do in fact listen to the various educational and enlightenment type of programme?

MRS. OSSINGTON: We definitely do. We have a radio listening group and they send in their findings to the CBC and we know from that that they really do enjoy Trans-Canada Matinee and Citizen's Forum, they really like them very much.

THE CHAIRMAN: Are you thinking of the CBC Wednesday night programmes?

MRS. OSSINGTON: I think so.

THE CHAIRMAN: We are just looking for any evidence you can give us as to the fact that these, for want of a better term you call a better type of programme, are in fact listened to.

MRS. OSSINGTON: I think you would be very surprised if you really knew our findings on those questions.

MR. COYNE: That is all, thank you.

THE CHAIRMAN: I seem to have asked questions as we went along. Thank you very much and we apologize for keeping you so late. We will adjourn now until 10 o'clock tomorrow morning.

---At 5.55 o'clock p.m. the hearing adjourned.



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ROYAL COMMISSION

ON

BROADCASTING

HEARINGS

HELD AT

MONTREAL, P.Q.

September 11, 1956

V. 30





ROYAL COMMISSION ON BROADCASTING

Montreal, Quebec,  
Tuesday,  
September 11, 1956

PRESENT:

MR. ROBERT M. FOWLER	Chairman
MR. EDMUND TURCOTTE	Commissioner
MR. JAMES STEWART	Commissioner

- - - -

MR. JOHN M. COYNE	}	Counsel
MR. A. J. deGRANDPRE		

- - - -

MR. PAUL PELLETIER	Secretary
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APPEARANCES:

LA SOCIETE d'ETUDE et de CONFERENCES	4694
Mme Andre Bachand, President	
Mme Raymond Eudes	
Mme Paul Langlois	

STATION CJON - NEWFOUNDLAND	4731
Geoff Stirling, President	
Don Jamieson, Vice-President	

ASSOCIATION des HEBDOMADAIRES de LANGUE FRANCAISE	4844
M. Lionel Bertrand, M.P., Secretaire	
M. Raymond Douville, President	

CHAMBER OF COMMERCE, CORNERBROOK, NFLD	4865
Mr. Norman Hood	

ASSOCIATION CANADIENNE des EDUCATEURS de LANGUE FRANCAISE	4878
Mr. R. P. Clement Cormier, c.s.c.	
Mr. Trefle Boulanger	
M. Richard Bergeron	
Mile Cecile Rouleau, Secretaire general de l'ACELF	
M. l'Abbe Adrien Bluteau	

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THE CHAIRMAN: Ladies and gentlemen, we will come to order and start a series of briefs today. I should perhaps very briefly repeat what I said at the opening yesterday about procedure. We would like those who are presenting briefs to do so in French or in English as they choose, either by reading the briefs in full or by summarizing them, touching the main points of the brief. We have actually read the briefs, so that full reading is not necessary unless that is the most convenient way, but there should be at least an outline of the brief sufficient to recall it to our minds and to let those who are present know generally what the presentors of the brief are contending for. After that is over there will be questions by counsel and members of the Commission. Those questions will be only designed to bring out the points of view of the witness. No one should read into them any notion that we have reached any conclusions as yet, but necessarily to find out what a witness is contending for we may have to put to him the opposite points of view that we have heard from some people so that we can know what he thinks about these opposite points of view.

The first brief we have is that of La Société d'Etude et de Conférences to be presented by Mesdames Bachand, Eudes and Langlois. We will mark your brief, Madame Bachand, as Exhibit No. 175.

---EXHIBIT NO. 175: Brief of La Société d'Etude et de Conférences.

THE CHAIRMAN: Madame Bachand, will you present the brief as you wish.



MEMOIRE DE  
LA SOCIETE D'ETUDE ET DE CONFERENCES

PRESENTES:

Mme André Bachand, présidente;

Mme Raymond Eudes;

Mme Paul Langlois.

MME BACHAND: Monsieur le président, si vous me le permettez, et comme le mémoire n'est pas très long, je demanderais la permission de le lire en entier.

A monsieur Robert MacLaren Fowler, président,  
Aux membres de la Commission royale d'enquête  
sur la télévision et la radio.

La Société d'étude et de conférences, qui a déjà présenté un mémoire à la Commission royale d'enquête sur l'avancement des arts, des sciences et des lettres au Canada, remercie la Commission royale d'enquête sur la télévision et la radio de l'avoir invitée à exposer son point de vue sur les différents problèmes formulés dans le décret C.P. 1955-1796 du 2 décembre 1955.

La Société d'étude et de conférences est un organisme culturel. Ses cercles d'étude et ses tribunes de conférences publiques sont ses principaux moyens d'action, ils ont pour but de donner une formation générale qui permettra à la femme canadienne de faire rayonner les valeurs propres à notre civilisation. Son action s'est étendue graduellement. La Société compte aujourd'hui soixante-dix cercles d'étude distribués dans neuf villes; les abonnés aux conférences publiques, qui se donnent régulièrement à Montréal, à Chicoutimi et à Ottawa, sont au nombre de mille cinq cents, sans compter





les auditoires que certains cercles réunissent occasionnellement dans les plus petits centres. Un bulletin publié trois ou quatre fois l'an, complète ce travail collectif et individuel et établit un lien entre tous les membres. La Société tient à la disposition de ces derniers une bibliothèque située à son secrétariat général. Grâce à la générosité de la République française, elle offre aussi chaque année une bourse qui permet à la lauréate de parfaire ses études à Paris.

La Société d'étude et de conférences s'intéresse à toutes les formes d'expression de l'esprit humain. L'épanouissement rapide de la télévision retient tout particulièrement son attention; elle reconnaît à ce médium une importance primordiale dans la civilisation contemporaine et elle félicite le gouvernement d'avoir institué une commission d'enquête à son sujet. L'expansion extraordinairement rapide de la télévision, l'appétit de plus en plus dévorant du public, ont obligé bien souvent les responsables des programmes à recourir à des solutions rapides, parfois même expéditives. La Société d'étude et de conférences est parfaitement consciente de cette situation, c'est pourquoi elle considère que le résultat de l'effort fourni par la Société Radio-Canada constitue une réussite exceptionnelle.

Dans son mémoire présenté à la Commission royale d'enquête sur l'avancement des arts, des sciences et des lettres au Canada, la Société d'étude et de conférences abordait le problème de la radio nationale et souhaitait voir l'Etat et les postes privés travailler davantage à "l'établissement d'une culture nationale et au progrès de la culture individuelle." Elle précisait son souhait en suggérant de répandre "dans la masse" par des "leçons directes et désintéressées, le goût de ces choses qui rendent l'homme plus humain." Le même



esprit humaniste l'anime pour aborder le problème de la télévision dont la portée est plus grande encore que celle de la radio puisqu'il s'y ajoute un nouvel élément: le visuel.

C'est dans cet esprit qu'elle désire apporter ses suggestions concernant les différents points mentionnés dans le décret. La Société d'étude et de conférences reconnaît son incompetence à discuter les problèmes d'ordre financier, intimement liés à l'exploitation de la télévision, aussi se borne-t-elle à exposer son point de vue quant à l'orientation culturelle de la programmation courante, dans les limites des recommandations demandées.

Toute forme d'expression doit aider l'être humain à se réaliser. L'aspect culturel ne peut être exclu du rôle récréatif de la télévision. Il contribue, aussi bien que toutes autres activités, à l'enrichissement du pays. On ne sectionne pas un individu, sa récréation demeure une partie importante de sa formation. La télévision constitue actuellement pour le scripteur, pour le metteur en scène, pour le comédien, pour le décorateur... en somme pour presque tous les créateurs, un moyen d'expression à peu près illimité et certainement le débouché le plus vaste qui ait jamais été offert dans ce pays aux artisans du domaine artistique. Elle devrait à ce titre favoriser l'éclosion d'une forme de pensée qui nous soit propre. L'Angleterre et la France ont toujours considéré la télévision comme un instrument de formation post-scolaire, c'est-à-dire culturel. La Société Radio-Canada pourrait orienter l'exploitation de notre télévision dans le même sens. Favoriser une expression authentique de l'âme de la nation devrait être son premier souci. La maturité d'un





peuple se favorise autant dans son divertissement qu'ailleurs. La Société Radio-Canada se doit d'observer une ligne de conduite conforme à ces exigences premières: d'une part, aider le peuple à percevoir une véritable échelle de valeurs, d'autre part, fournir aux artisans des programmes un débouché vers une expression vraiment canadienne.

La situation géographique et ethnique du Canada lui crée, quant à l'exploitation de la télévision, un problème complexe et grave qui devrait être à la source des préoccupations de tous les postes émetteurs de programmes. Les Etats-Unis d'Amérique sont devenus le paradis incontesté du spectacle à domicile; les tours de relais s'échelonnent d'un océan à l'autre et leur rayon d'action peut également s'étendre du nord au sud, si bien qu'il serait facile et relativement peu coûteux d'alimenter le réseau canadien à même la production de nos puissants voisins. L'obstacle de la langue ne joue pas dans la majeure partie du Canada, il joue moins qu'on pourrait le croire dans la partie française du pays, où le peuple a pris l'habitude de fréquenter les écrans qui projettent des fils américains. L'image lui fournit un élément suffisant de compréhension pour suivre le sens du spectacle. Il existe donc au Canada un double danger qu'il est primordial d'éviter, car il cède dans les deux cas à la facilité, au détriment de l'authenticité:

Celui d'éviter l'effort créateur et l'éclosion d'une expression authentiquement canadienne, en relayant, à trop fortes doses, une programmation étrangère.

Celui d'orienter imperceptiblement la production





canadienne, même quand elle est d'expression française, vers des formules empruntées au voisin et qui ne correspondent pas essentiellement à notre propre mentalité.

La Société Radio-Canada et les postes privés doivent régler sévèrement la proportion et la nature des programmes transmis des Etats-Unis. Sauf exception, les émissions américaines ne correspondent pas à nos besoins nationaux. Elles doivent faire l'objet d'une étude approfondie et des mesures doivent être prises pour en interdire de façon rigoureuse une trop grande proportion sur les écrans canadiens. Le Canada n'a pas le droit de se laisser menacer d'annexion culturelle. L'humanité a besoin, pour son enrichissement, de la diversité de l'exploitation du fonds humain et chaque forme d'expression doit refléter la civilisation propre à chaque peuple.

Le Canada doit prévoir, dans les cadres de l'organisation de la télévision, un organisme assez puissant pour faire respecter les interdits. Il doit aussi, et là n'est pas le moins important de sa tâche, trouver les moyens de donner aux téléspectateurs canadiens, quelle que soit leur position géographique, une programmation canadienne de bonne tenue.

Les exigences financières sont inhérentes à l'exploitation de la télévision, mais elles ne devraient cependant jamais être résolues de façon à considérer ce médium comme une industrie, mais bien comme un service public. Le but lucratif doit être écarté s'il doit nuire à la qualité. Que la télévision soit exploitée par la Société Radio-Canada ou par des postes privés, son principe directeur doit favoriser une authentique expression nationale et



non se contenter d'exploiter des formules faciles, au coût minime de production. Ceci n'implique pas qu'une émission bon marché doit nécessairement être mauvaise mais si la modicité du coût est son seul avantage, elle devrait être automatiquement écartée. Mieux vaut une qualité supérieure à petite dose, qu'une quantité médiocre.

Une politique d'équilibre devrait être suivie de façon à distribuer, suivant les ressources financières, les programmes télévisés dans toutes les régions du Canada. Il est évident que les grands centres de production peuvent régler de façon relativement facile ce problème de distribution, mais la centralisation excessive doit être évitée afin de favoriser équitablement les petits centres et d'encourager les bonnes émissions régionales. La télévision d'Etat et les postes privés devraient être soumis à une entente qui réglerait le problème de la distribution des émissions partout où il y a des îlots de population.

Les annonces commerciales sont la principale source de revenus. Inutile d'insister sur l'importance d'une surveillance sévère, voire même d'une politique clairement établie et dont on ne devrait jamais déroger. Nous condamnons, par exemple, certaines formules actuellement utilisées dans lesquelles l'imagination du commanditaire contribue surtout à fausser le sens des valeurs. Ainsi, lorsqu'il fait suivre l'oeuvre d'un grand peintre d'une photographie encadrée, représentant une automobile dernier cri, puis une pièce de moteur magnifiquement détaillée. Ce genre d'annonces, nocif à la culture, devrait être banni de nos écrans. Nul commanditaire ne peut impunément se priver de la



télévision, devenue le plus efficace médium de publicité. Il faut imposer au commanditaire une ligne de conduite qui l'oblige à faire appel à des éléments réellement créateurs. Certaines formules de publicité, créations de nos artistes, contribueraient puissamment à la formation du goût populaire. L'aspect artistique devrait être aussi respecté dans la répartition de l'annonce: il est toujours nuisible à l'atmosphère d'un spectacle de le couper par une image publicitaire, comme il est également fâcheux de rattacher l'annonce à l'intrigue d'une continuité dramatique. Si la qualité et la fréquence de l'annonce doivent être contrôlées, la contribution du commanditaire dans le choix et la réalisation d'un programme ne peut être négligée. La tâche de maintenir un juste équilibre entre les différents genres d'émissions et de surveiller leur valeur artistique revient aux artisans de la télévision. Une fois la programmation établie, le commanditaire peut opter pour tel programme plutôt que pour tel autre, mais il ne doit pas avoir carte blanche pour orienter graduellement, dans le sens qu'il croit le plus populaire, la formule initiale proposée. En aucun temps, mais ici plus spécifiquement encore, l'exploitation de la télévision ne doit servir un intérêt d'ordre financier au détriment du bon goût.

La télévision étant un service public, le contrôle de l'Etat est indispensable à l'exploitation de ce médium. Il ne faut pas entendre ici que nous plaidons en faveur de l'étatisation absolue, au contraire, la liberté de l'individu demeure un élément essentiel de son épanouissement. Ceci n'exclut donc pas l'émission de licences à des postes privés, mais







il suppose la régie sévère des programmes offerts au public, afin que ceux-ci ne correspondent pas à des préoccupations plus commerciales que culturelles. Pour que la télévision reste fidèle à son rôle et pour qu'elle progresse dans le sens indiqué plus haut, seul un organisme public peut diriger toutes les initiatives et accorder des licences seulement à ceux qui offrent des garanties de compétence suffisante pour opérer des postes.

Des échanges fréquents entre gens de la radio et de la télévision des deux langues permettraient sans doute de régler avec bonheur le problème complexe de la programmation. On parviendrait peut-être ainsi à balancer l'horaire de telle façon que les émissions d'un même genre soient projetées aux mêmes heures aux différents canaux, et ainsi permettre aux spectateurs bilingues d'assister aux émissions qui leur plaisent, sans être pour autant privés d'un spectacle d'un autre ordre donné en même temps, à l'autre réseau. Guidé par le même souci d'équilibre, on se rendrait compte que les programmes récréatifs destinés aux enfants de huit à douze ans font défaut au réseau français, tandis qu'on les trouve à profusion au réseau anglais; que des continuités dramatiques du même ordre sont projetées non seulement le même jour, mais immédiatement l'une après l'autre; que certains programmes destinés aux adultes passent à des heures où il est difficile d'éviter que les enfants les voient.

Dans un autre ordre d'idées, la télévision tout en demeurant un moyen de récréation populaire, ne doit jamais s'abaisser à l'échelon de la masse, mais au contraire, elle doit insensiblement l'attirer



vers un niveau plus élevé de culture. Elle doit donc surveiller la pureté de la langue parlée et la rédaction des textes portés à l'écran. La vulgarité dans tous les domaines doit être bannie. En offrant toujours du beau, le public finira bien par y prendre goût et la télévision favorisera ainsi l'éclosion d'un art véritable.

La question du "dirigisme en art" devrait être étudiée et réglée définitivement. Ce problème épineux soulève régulièrement des polémiques; elles n'ont jusqu'ici jamais réussi à satisfaire qui que ce soit et elles laissent planer un équivoque qui n'oriente personne vers une véritable perception de la portée de l'oeuvre artistique. La position de la Société Radio-Canada et des postes privés devrait être clairement établie à ce sujet et ne laisser subsister aucun doute quant à la liberté de présenter aux adultes des oeuvres qui portent en elles leur valeur, sans avoir pour autant des tendances moralisatrices. Il n'est point nécessaire qu'un spectacle soit l'exposé de bons sentiments pour qu'il s'en dégage une morale. L'art authentique provoque toujours la réflexion; chez l'adulte, cette réflexion est la seule valable; vouloir en minimiser l'importance, au profit de conclusions toutes faites, serait une formation à rebours dont la télévision n'a pas le droit de se faire l'instrument.

La Société d'étude et de conférences s'est déjà prononcée en faveur d'un organisme permanent d'aide à la culture. Elle voulait souligner la nécessité de favoriser, par une coordination efficace



toutes les formes d'expression susceptibles d'aider l'individu à une meilleure réalisation humaine.

Dans un pays géographiquement grand, aux îlots de population parsemés et comportant une double culture sur laquelle vient se greffer une immigration nombreuse, la nécessité de cette coordination paraît de plus en plus urgente.

C'est sur ce point que notre mémoire veut appuyer dans sa conclusion. Nous parlions de l'enrichissement de l'humanité grâce à l'exploitation du génie propre à chaque peuple. Ce problème existe au sein même d'une nation, particulièrement lorsqu'elle est le produit d'une culture multiple. La télévision canadienne doit faire face, sur le plan créateur, à la nécessité de vivre et de produire sur les propres réserves de deux groupes ethniques relativement faibles quant au nombre et perpétuellement environnés et sollicités par des formes d'expression qui ne correspondent pas au concept de leur civilisation. Si, à la base de la production de la télévision, il n'y a pas de coordination vigilante, il ne sera jamais possible d'unifier, dans sa diversité, et par conséquent de favoriser une culture qui nous soit propre.

La télévision constitue, pour un pays en voie d'acquérir sa personnalité, l'occasion exceptionnelle d'offrir à la réceptivité du public toutes les formes d'expression de nos créateurs. Les conditions géographiques de notre pays créent un phénomène de solitude qui nuit à l'éclosion de notre culture. A ce point de vue, la télévision répond à un besoin collectif de briser le mur qui nous enserme,





elle devient une mise en présence continuelle. Entre ceux qui regardent et ceux qui produisent une émission, s'établit un lien de cause à effet, une certaine forme d'échange qui est à la base de la culture. La télévision exige un double apport, productif d'une part, réceptif de l'autre; elle peut être un précieux stimulant qui contribuera à l'éclosion d'une authentique civilisation. C'est pourquoi, devant l'importance de son rôle, nous insistons de nouveau pour obtenir la création de cet organisme permanent d'aide à la culture, qui peut seul coordonner la production de tous les groupes ethniques. Dans cette perspective, la télévision peut être au Canada le médium d'unité qui nous a manqué jusqu'à ce jour.

THE CHAIRMAN: Thank you, Madame Bachand.

Me de Grandpré: Est-ce que vous pourriez nous dire, Madame Bachand, dans quelles circonstances s'est préparé le mémoire? Est-ce que vous avez suggéré le sujet de la radio et de la télévision à vos cercles pour que l'on en discute et qu'on vous fasse subséquemment un rapport, ou si le mémoire est le seul fait d'un comité qui aurait été nommé par l'exécutif de l'organisation?

MADAME BACHAND: Le mémoire est une réunion des gens de l'exécutif. On n'a pas consulté tous les membres de notre Société, ce serait beaucoup trop long, cela aurait peut-être pris un an avant d'avoir un rapport.

Me DE GRANDPRE: Ce que je veux savoir, c'est si avant que l'exécutif ne prépare son rapport, son mémoire, le sujet avait été discuté dans vos cercles?



MADAME BACHAND: Non.

Me DEGRANDPRE: Et que subséquemment vos cercles vous ont fait rapport dans un sens ou dans l'autre?

MADAME BACHAND: Non, cela ne s'est pas fait comme ça.

Me DE GRANDPRE: Maintenant, quand vous parlez de culture nationale, de culture personnelle, pour reprendre le thème que vous avez déjà suggéré dans votre mémoire présenté à la Commission Massey, pouvez-vous nous dire dans quel sens vous entrevoyez cette culture?

MADAME BACHAND: Eh! bien...pour vous donner un exemple, je trouve, par exemple que la nouvelle initiative de Radio-Canada, sur un programme d'enfants, en anglais et en français, et qui prend comme héros Pierre Radisson, est un exemple de ce que je veux dire. Au lieu d'aller chercher ailleurs les héros, comme par exemple Davey Crockett ou bien Robin Hood, tous ces gens-là qui, évidemment, sont Américains, Anglais ou Français, on pourrait certainement trouver chez nous, dans notre histoire et parmi nos héros la matière qu'il faut pour développer...je ne sais pas...pour donner des programmes qui soient vraiment quelque chose de chez nous. Ainsi, on verra Pierre Radisson, qui est un coureur de bois, qui a été, qui a existé dans notre pays, et puis on pourrait peut-être aussi, dans un autre ordre d'idées, demander à nos auteurs canadiens, au lieu d'employer nos bons auteurs à faire par exemple des continuités dramatiques d'une demi-heure par semaine, ce qui représente pour eux quand vous y pensez près d'une pièce de théâtre par mois, et cela ne dure pas, cela ne va pas dans la



littérature, dans notre patrimoine, mais si par exemple, je ne sais pas si ce serait Radio-Etat ou Radio-Canada ou des postes privés, vous pouviez les engager par année, à produire quelque chose de vraiment solide, deux, trois pièces de théâtre, et bien, si elles sont bien, elles passeraient dans la littérature, et c'est comme ça qu'on finirait par enrichir notre culture nationale.

Me DE GRANDPRE: Alors, est-ce que je dois comprendre que vous considérez cette culture nationale et cette culture individuelle dans son sens ou dans leurs sens restreint?

MADAME BACHAND: Non, bien certainement...

Me DE GRANDPRE:...limité au théâtre, à la littérature, à la musique, aux beaux arts, ou si vous allez au delà de cela?

MADAME BACHAND: Bien, sûr, mais seulement je ne pense pas qu'un pays devienne vraiment riche...je ne sais pas si nous sommes au point où l'on peut dire que nous sommes vraiment grands, mais je pense que nous avons, de toute façon, tout ce qu'il faut pour qu'on se développe, mais je ne pense pas que ce soit en imitant les Etats-Unis, ou en imitant la France ou l'Angleterre qu'on peut devenir quelque chose de vraiment personnel...

Me DE GRANDPRE: Je pense que nous ne nous comprenons pas. Je ne parle pas d'imitation dans un sens ou dans l'autre, je veux savoir si dans votre esprit, ou dans l'esprit de la Société, la culture représente quelque chose qui doit se limiter à ce qu'il est convenu d'appeler les arts en général?





MADAME BACHAND: Bien sûr que non. Je pense que quand..et je le dis dans le mémoire... que les sports, par exemple, sont certainement aussi une façon d'exprimer la culture nationale, parce qu'il n'y a pas de limite à ces choses-là.

Me DE GRANDPRE: Et vous êtes d'accord que la télévision peut nous aider en nous suggérant ou en développant le goût des sports bien pratiqués?

MADAME BACHAND: Certainement.

Me DEGRANDPRE: Par des athlètes canadiens ou encore que des reportages sur des événements canadiens tenderaient, éventuellement, à créer chez nous une culture nationale?

MADAME BACHAND: Certainement.

Me DE GRANDPRE: Je ne sais pas si j'ai mal lu le mémoire ou si je l'ai mal compris, particulièrement à la page 5, où vous dites "la Société Radio-Canada pourrait orienter l'exploitation de notre télévision dans le même sens. Favoriser une expression authentique de l'âme de la nation devrait être son premier souci". Est-ce que vous employez la Société Radio-Canada comme organisme de diffusion, ou si vous parlez de Radio-Canada comme organisme de contrôle et de surveillance?

MADAME BACHAND: Ah! bien, je l'emploie comme organisme de diffusion, parce que présentement c'est ce qu'il y a de plus fort. C'est évident, certainement, que Radio-Canada ne peut pas être objectif, parce que lui-même doit produire et contrôler. Dans ma conclusion, je dis que justement il faut quelque chose au dessus de cela, pour qu'il puisse voir aux intérêts de tout le monde. Radio-Canada



ne peut pas être très objectif; il règle, par exemple, les cas des postes privés. Je ne me place pas du tout au point de vue financier...

Me DE GRANDPRE: Non, mais est-ce que vous envisagez une refonte d'une conception actuelle de la télévision et de la radiodiffusion canadienne?

MADAME BACHAND: Au point de vue financier, je ne peux vraiment me prononcer là-dessus.

Me DE GRANDPRE: Je parle simplement au point de vue culturel pour le moment.

MADAME BACHAND: Au point de vue culturel, je crois qu'il y a encore beaucoup de progrès à faire.

Me DE GRANDPRE: Maintenant, est-ce que vous entrevoyez qu'un changement dans la structure actuelle de l'organisation pourrait amener des résultats avantageux?

MADAME BACHAND: Quand vous dites "organisation", est-ce que vous voulez parler de Radio-Canada, ou en même temps, des postes privés?

Me DE GRANDPRE: Je parle de radiodiffusion en général, et de la télévision en général, s'appliquant ou à Radio-Canada d'une part, et aux postes privés de l'autre part?

MADAME BACHAND: Bien, je pense qu'en général, la distribution des programmes, c'est un effort absolument extraordinaire qu'on a fait, mais seulement il faudrait au dessus de tout cela quelqu'un pour diriger, élaborer les programmes, régler les annonces surtout qui sont souvent de très mauvais goût, et enfin, je crois l'avoir dit ici, ne pas permettre que les intérêts financiers ou particuliers soient au détriment de la culture du peuple qui est là et



qui dévore la télévision. Et quand vous pensez aux heures, au nombre effarant d'heures que les gens passent devant leur télévision, il faut que ce soit sérieusement considéré.

Me DE GRANDPRE: Est-ce que vous iriez aussi loin que dire que l'organisme de Radio-Canada, comme tel, comme agent de diffusion, ne devrait s'occuper que de la production et de la diffusion des programmes, et qu'au dessus de cet organisme, il y ait un organisme de surveillance, qui verrait à l'élaboration de programmes générale, s'appliquant à la fois aux postes privés et à la Radio-Etat?

MADAME BACHAND: Je crois que oui.

Me DE GRANDPRE: Vous croyez que c'est dans cette façon de voir qu'on trouverait une solution?

MADAME BACHAND: Je crois que oui.

Me DE GRANDPRE: Est-ce que vous considérez, toujours en regard de votre conclusion, que cette structure nouvelle pourrait être dépendante de ce Conseil des arts dont tout le monde parle, ou si vous croyez, étant donné que la télévision et la radio sont des domaines spécialisés, qu'il faudrait un organisme lui aussi spécialisé, pour diriger et la radio privée et la Radio-Etat?

MADAME BACHAND: Je pense qu'il faudrait un organisme spécialisé, en dehors du Conseil des arts et en dehors de tout cela, qui relèverait en même temps, si c'était possible - c'est peut-être illusoire de ma part de le penser - de l'Etat, et qu'il faudrait aussi des gens qui soient versés dans cela,





des gens qui soient versés dans la culture, que ce soit une espèce de comité qui soit au courant de tous ces problèmes-là et qui soit en même temps objectif et qui ne soient pas mêlés à cela par leur vie, par leur...

Me DE GRANDPRE: Est-ce que vous entrevoyez ce nouvel organisme à peu près dans l'esprit du bureau des gouverneurs de Radio-Canada à l'heure actuelle, mais à un échelon supérieur?

MADAME BACHAND: Je ne puis vraiment pas répondre à cette question, parce que je ne suis pas au courant du mécanisme, dans ses détails, de ce bureau de gouverneurs.

Me DE GRANDPRE: Mais vous entrevoyez cet organisme supérieur au dessus de la Radio-Etat et de la radio privée comme étant constitué de gens de lettres, d'universitaires, de financiers, d'hommes de sciences, et représentant à la fois et leur champ d'action et leur milieu...

MADAME BACHAND: Définitivement.

M. TURCOTTE: Madame Bachand, parlons-nous en ce moment de cette référence à la page 13 de votre mémoire, "d'un organisme permanent d'aide à la culture"? C'est bien ce dont nous parlons?

MADAME BACHAND: Oui, c'est comme cela...

M. TURCOTTE: Mais l'exécutif du Canada Council dont vous parlez indirectement, sans le nommer, ce projet qui est....

MADAME BACHAND: Je ne pensais pas qu'il existait...

M. TURCOTTE: Il n'existe pas, mais dont on parle depuis assez longtemps, sans y donner suite...



MADAME BACHAND: Oui.

M. TURCOTTE: C'est vraiment ce que vous avez à l'esprit?

MADAME BACHAND: Oui.

M. TURCOTTE: Et non pas simplement d'un organisme comme Radio-Canada qui, lui, ferait oeuvre d'organisme d'aide à la culture?

MADAME BACHAND: Non, pas du tout.

M. TURCOTTE: Mais d'un autre organisme?

MADAME BACHAND: Un autre organisme, oui, absolument, qui voit dans tout le Canada à tout ce qui a rapport à la télévision, que ce soit privée ou que ce soit de l'Etat ou Radio-Canada.

M. TURCOTTE: En d'autres termes, cela correspond un peu à cette recommandation de la Commission Massey de la création d'un Canada Council?

MADAME BACHAND: Oui. C'est ça, justement.

Me DE GRANDPRE: Sauf, si j'ai bien compris vos réponses antérieures, que vous voulez avoir ce conseil dans un domaine bien spécialisé, la radio et la télévision?

MADAME BACHAND: Oui.

Me DE GRANDPRE: Alors que le Canada Council dont on fait mention dans le rapport Massey et dans d'autres recommandations du même genre serait un conseil supérieur pour tous les arts?

MADAME BACHAND: Oui, mais dans le cas présent, c'est pour la radio et la télévision, bien entendu, mais ça serait quelque chose qui serait apparent à cette histoire-là, ça ne serait pas la même chose.



Me DE GRANDPRE: Cela ne serait pas la même chose?

MADAME BACHAND: Non.

Me DE GRANDPRE: Maintenant, on nous a fait l'objection, pour reprendre ce que vous dites à la page 4, qu'on ne sectionne pas un individu - c'est en parallèle, si vous le voulez, à ce qu'on discutait tout à l'heure, - il y a un tollé, je ne dirais pas général, mais certainement un tollé particulier, de voir que l'argent des contribuables soit employé au divertissement de l'individu. Ces gens ne s'objectent pas lorsque des fonds publics sont employés pour ce que l'on est convenu d'appeler l'éducation du public, mais lorsqu'il s'agit de leur donner des jeux, ces gens trouvent que ce n'est pas là le domaine de l'Etat, et surtout lorsque l'Etat se plaint que les fonds disparaissent rapidement. Est-ce que vous voyez une réponse à cette objection-là?

MADAME BACHAND: Non, vraiment, je ne pourrais jamais régler le problème moi-même. Je ne vois pas du tout comment on peut régler ces choses-là. Je trouve que c'est très important pour l'être humain, celui qui regarde, n'est-ce pas, la télévision, d'avoir de tout dans sa vie, et qu'une bonne partie de hockey bien télévisée et qui est en même temps canadien, bien sûr, puisque c'est notre sport, répond exactement à notre besoin, à un moment donné, de se délasser, et puis ce n'est pas nécessaire d'avoir toujours des programmes, je ne veux pas dire qui soient de bonne tenue, mais qui soient quelque chose tout à fait pour des gens avertis, des gens de lettres... bien, tout le monde n'est pas comme ça, et puis le public de la télévision, c'est un public extrêmement vaste, même







d'ailleurs l'homme de lettres, l'homme qui a une certaine culture, a besoin de délassement dans tous les domaines. Je pense que cela fait partie, en général, de la culture, d'être au courant de ce qui se passe sur tous les plans, dans son pays.

Me DE GRANDPRE: Mais est-ce que vous iriez aussi loin que de dire que l'Etat devrait payer pour ce divertissement, appelez-le divertissement culturel, si vous le voulez, pour les fins de la discussion?

MADAME BACHAND: Bien, je pense que je n'ai pas du tout touché au problème de qui doit payer ou non pour la télévision, parce que cela, je me retire vraiment de ce genre de discussion, je ne pourrais pas discuter.

Me DE GRANDPRE: C'est tout de même un problème qu'il nous faudra considérer, si l'on décide d'établir ce conseil supérieur de la radio et de la télévision, pour avoir un droit de regard sur la radio et la télévision, publique et privée?

MADAME BACHAND: Je pense que si ce conseil est bien choisi, avec des hommes qui sont surtout humains, ils vont certainement pouvoir faire une programmation qui s'étendra sur tous les plans de la culture, les sports y compris.

Me DE GRANDPRE: Voici pourquoi je vous pose l'objection: c'est que la réponse a été donnée, en particulier par ces mêmes gens qui s'opposent à ce que les contribuables payent, que l'Etat paye pour les divertissements, en disant: très bien, vous pouvez laisser à l'Etat le soin d'éduquer dans le sens strict, mais quand il s'agit du divertissement, laissez à l'entreprise privée le soin de le faire?



MADAME BACHAND: Eh! bien, je suis décidément contre cette idée, parce que l'entreprise privée, d'abord, je crois, sans pouvoir le savoir tellement, devra continuer à se procurer, est obligée d'avoir des commanditaires, et les commanditaires vont presque exiger un certain genre de programme et on aura alors des programmes, je ne voulais pas nommer de programmes, mais je vais en nommer un pour vous donner un exemple, nous aurons alors des choses comme La Rigolade qui est, à mon sens - je me trompe peut-être - qui est quelque chose d'absolument...qui est d'une niaiserie, d'une insignifiance qui n'a pas de nom, et qui est vulgaire en plus de cela. Mais seulement, si l'on fait le rating, vous savez, ils font cela régulièrement, on s'aperçoit que c'est un des programmes les plus écoutés et les plus aimés. Eh! bien, je pense qu'on n'a pas le droit, quand on est de la télévision et de la radio, et que ceci est un danger, parce que cela s'adresse à tout le monde, de leur donner, pour le plaisir de la récréation et pour le plaisir du commanditaire, des choses de cette portée-là. Enfin, c'est là-dessus surtout que je voudrais insister.

Me DE GRANDPRE: Vous croyez qu'on ne doit pas s'adresser à la masse, mais demander à la masse de regarder plus haut?

MADAME BACHAND: Sûrement.

Me DE GRANDPRE: Pourvu que cela ne soit pas tellement haut que la masse soit complètement...

MADAME BACHAND: Les choses peuvent être très belles et très simples, et très compréhensibles aussi.



M. TURCOTTE: Ceci m'amène, madame, à vous poser une question, précisément dans le tableau que vous avez dressé dans l'épanouissement de la culture, qui est possible par le truchement de la télévision. Vous évoquez souvent le nom de Radio-Canada, constamment, mais croyez-vous que les postes privés auraient aussi un rôle à jouer dans ce domaine de l'expansion culturelle, même si c'est un rôle plus modeste? Je vous demande cette question parce que vous n'ignorez peut-être pas qu'à la télévision, huit postes seulement sont des postes de Radio-Canada, et que vingt-cinq, je dirais vingt-six depuis l'ouverture de celui de Sherbrooke tout récemment, vingt-six postes privés sont reliés à Radio-Canada, mais ne passant des programmes de Radio-Canada qu'une partie de la journée, et ceci dans le pays tout entier. Croyez-vous que cette politique suivie jusqu'ici est sage pour Radio-Canada de compter, dans une large mesure, sur l'appui, si vous voulez, ou la collaboration de ces postes privés pour la diffusion des programmes ou, au contraire, Radio-Canada devrait-il reprendre la place, en éliminant tranquillement ces postes privés? Vous venez de faire allusion, par exemple, à un programme comme La Rigolade, qui est un programme de Radio-Canada, mais en somme Radio-Canada cède aussi à ce besoin de répondre à ce besoin d'un certain élément de la population, qui a besoin d'une certaine forme de divertissement. Alors, que pensez-vous à ce point de vue? Avez-vous des commentaires à faire sur le rôle respectif de Radio-Canada, Radio-Etat et de la diffusion privée, à côté de celle de l'Etat?







MADAME BACHAND: Il me semble que présentement, comme Radio-Canada est plus riche et plus grand, c'est assez bon qu'il y ait des programmes de Radio-Canada qui aillent aux postes privés, parce que le poste privé, comme je le disais et comme tout le monde le sait, est obligé de se fier sur des commanditaires, c'est extrêmement dangereux pour le comité du programme. Maintenant, par ailleurs, il y a des gens qui ont des talents et qui ne peuvent pas venir à Montréal pour produire pour Radio-Canada, par exemple. Alors, à ce point de vue là, je trouve que la radio privée est excellente, parce qu'elle permet aux gens de la télévision...

M. TURCOTTE: L'une ou l'autre?

MADAME BACHAND: C'est ça. C'est excellent, parce qu'elle permet aux gens qui sont dispersés dans des petits centres de produire leurs talents à eux. Evidemment, c'est plus lent, c'est pour ça que je trouve qu'il faut un organisme au dessus de Radio-Canada et de tout cela, pour aller dire: Eh! bien, ça, c'est de mauvais goût, vraiment. Vraiment, c'est une question d'argent, je ne peux pas la régler.

M. TURCOTTE: Cela s'étendrait même aux postes de télévision privés?

MADAME BACHAND: Oui, ah! oui, surtout.

M. TURCOTTE: Une sorte de conseil, de régie?

MADAME BACHAND: Oui, surtout parce que les gens font leurs armes, ils commencent, mais seulement on ne peut pas négliger de faire développer certains talents qui n'auraient probablement pas l'occasion



de l'être; s'il n'y avait pas ces postes privés, ils seraient obligés de venir à Montréal. Alors, ils ne viendraient pas du tout.

M. TURCOTTE: Mais ces postes privés de télévision éparpillés à travers le pays pourraient tout aussi bien être des postes de Radio-Etat. Je vous demande si vous voyez un inconvénient à ce qu'ils soient de l'un ou de l'autre, on a appelé ça "single channel policy". Jusqu'ici, dans chaque ville, il n'y a qu'un poste, et en général, dans la plupart des cas, ce sont des postes privés. Y voyez-vous un désavantage au point de vue culturel, ou n'y voyez-vous pas d'inconvénient?

MADAME BACHAND: Je n'y vois pas d'inconvénient à condition qu'ils soient réglés soit par un organisme comme Radio-Canada, soit par un autre organisme. Il faut que cela soit contrôlé, de toute façon. Comment, je ne le sais pas.

M. TURCOTTE: Les programmes qui sont contrôlés, dans ces cas-là, sont ceux que Radio-Canada distribue par l'entremise de ces postes; les autres ne le sont pas, sauf dans la réglementation ordinaire, sur le temps consacré à la publicité, par exemple, mais sur le goût, je ne sais pas, pourvu que ce ne soit pas obscène?

MADAME BACHAND: Ils ne sont peut-être pas contrôlés présentement, mais ils devraient l'être, sûrement, parce qu'il est évident, il me semble. J'ai pris le poste de Sherbrooke que quelques fois, et quand ce n'est pas un programme de Radio-Canada qui est télévisé, eh! bien, on a des programmes de



cowboys, des films, des choses, bien, qui passent le temps, si vous voulez!

M. TURCOTTE: Je n'ai pas écoute ce poste encore. Est-il exclusivement français, ce nouveau poste?

MADAME BACHAND: Non, je crois qu'on donne de temps à autre, soit une journée en français, soit une journée en anglais, ou c'est mêlé dans la journée, je crois. Je ne regarde pas d'une manière...

M. TURCOTTE: Constante?

MADAME BACHAND: Oui.

Me DE GRANDPRE: Maintenant, pour revenir à ce problème de plus grand canadianisme dans les émissions, je parle à la fois d'un esprit canadien, de réalisation canadienne et d'interprétation canadienne, est-ce que vous croyez que la télévision d'Etat, à l'heure actuelle, a atteint à peu près le maximum de production possible, au point de vue canadien, étant donné le nombre limité de scripteurs, d'auteurs, pas tellement du côté des interprètes, mais surtout du côté génie créateur, si vous voulez?

MADAME BACHAND: Je pense qu'il y a beaucoup à faire de ce côté là, et qu'il faudrait stimuler la création de nos auteurs beaucoup plus, et comme ça, évidemment, pour remplir les programmes, il faut bien aller les chercher, chercher les programmes aux Etats-Unis, et à un moment donné, si l'on a stimulé les créations de nos auteurs, justement comme je le disais tout à l'heure, par exemple en les engageant à donner deux ou trois pièces de théâtre - je parle de théâtre, cela peut être n'importe quoi d'autre, de la musique,







des choses qui vont rester, et bien, tranquillement, la production canadienne va augmenter et l'on pourra éliminer de plus en plus les choses qui ne sont vraiment pas de chez nous. D'ailleurs, je pense - je ne sais pas si je dois aborder ça ici - mais je crois que certains cours préparatoires de création littéraire seront donnés cette année, à partir de cette année, pour diriger les gens qui veulent écrire, et puis on pourrait leur donner tout ce qu'il faut, en somme une espèce de métier. Il ne faut pas seulement le talent, mais le métier. Il faut les aider beaucoup, il faut aller les chercher, parce que c'est tellement nouveau..

Me DE GRANDPRE: Mais en aidant à l'extrême, si vous voulez, la production canadienne, est-ce que la réserve d'auteurs, si vous voulez, est suffisante pour permettre d'atteindre un pourcentage plus élevé de production canadienne, que le pourcentage que l'on a actuellement sur les ondes?

MADAME BACHAND: Peut-être pas pour le moment, mais je pense que si un effort vraiment sérieux est fait de ce côté-là, soit par des cours, quelque chose comme cela, on finira par en avoir. Cela va se développer, cela va se multiplier. Pour le moment, évidemment, je dois admettre qu'en aidant, si c'est préparé, on a..mais madame me dit que la télévision stimule la création et le créateur. Je ne sais pas. D'ailleurs, je pense qu'au Canada, il ne s'est jamais produit un débouché aussi extraordinaire que celui-là, pour aider à tout le monde,



pas seulement l'auteur, le dessinateur, mais celui qui fait la musique, les décors...

M. TURCOTTE: Croyez-vous, madame, qu'un véritable talent d'écrivain a besoin d'être stimulé. Est-ce qu'il ne suffit pas de savoir qu'il y a un débouché pour que de lui-même il se mette à travailler?

MADAME BACHAND: Je suis d'accord avec vous.

M. TURCOTTE: C'est un talent inné, cela. Celui qui a le goût de le faire, le fera même si cela ne rapporte pas et, à plus forte raison, s'il sait qu'il y a un débouché, par exemple à Radio-Canada ou dans les postes privés. C'est instinctif, cela ne s'enseigne pas.

MADAME BACHAND: Pour pour le livre, mais pour la télévision, il faut une technique, c'est une question de temps, de minutage, de mise en scène. Alors, il faut presque qu'on lui apprenne ces choses-là. Alors, pourquoi le laisser trébucher pendant quatre mois, comme ça, pourquoi ne pas lui apprendre? Parce que le talent, je suis d'accord avec vous, qu'il ne se donne pas, c'est quelque chose d'inné, on naît avec, on l'a ou on ne l'a pas.

M. TURCOTTE: Vous verriez cela comme une chaire, peut-être, dans une université?

MADAME BACHAND: Oui.

M. TURCOTTE: D'enseignement technique?

MADAME BACHAND: D'enseignement technique, oui.

M. TURCOTTE: Enseigner une technique et non pas nécessairement, il ne s'agit pas de développer un talent qui, lui, est latent?



MADAME BACHAND: Le talent peut être là et ne jamais être développé, si l'on n'a pas créé autour de lui une certaine atmosphère pour l'aider.

M. TURCOTTE: Et qui, selon vous, devrait faire cela? Est-ce Radio Canada ou des universités qui devraient entreprendre cela?

MADAME BACHAND: Je crois que cela devrait être des universités, parce que cela ne peut pas être Radio-Canada, parce qu'elle peut choisir ses sujets, quoi...

M. TURCOTTE: Et vous concevez cela comme étant des chaires dans des universités, pour enseigner la technique, comme il y a des écoles de journalismes dans les grandes universités?

MADAME BACHAND: C'est justement ça.

M. TURCOTTE: En somme, c'est une façon particulière d'écrire pour la télévision?

MADAME BACHAND: Oui, en effet, il y a une technique.

Me DE GRANDPRE: Croyez-vous que la tendance, à l'heure actuelle, d'allonger le nombre d'heures de télévision soit le remède?

MADAME BACHAND: Vous voulez dire augmenter le nombre de programmes.

Me DE GRANDPRE: C'est ça. Actuellement, ou si vous le voulez, il y a quelques années, l'horaire ou les émissions commençaient, disons vers six heures et se terminaient vers onze heures, et graduellement, on en ajoute au début et à la fin, de façon à donner des émissions pendant sept heures au lieu de cinq heures, ou huit heures au lieu de six heures. Est-





ce que vous croyez que c'est réellement là la solution ou si l'on ne devrait pas plutôt s'appliquer à rendre parfait un nombre limité d'heures?

MADAME BACHAND: Oh! c'est bien sûr, la qualité est bien plus importante que la quantité.

Me DE GRANDPRE: Vous croyez qu'à l'heure actuelle Radio-Canada ferait fausse route ou fait fausse route en voulant augmenter le nombre d'heures, plutôt que de s'attarder à améliorer la qualité du programme?

MADAME BACHAND: Je ne suis pas au courant de cette nouvelle programmation, je ne savais pas qu'on avait augmenté les heures de télévision, mais sûrement qu'il faut d'abord toucher à la qualité.

THE CHAIRMAN: On this question of imported programmes and Canadian produced programmes, you say at page 6 that to have "an authentic expression of Canadianism" we should not have too strong doses of foreign programmes. How do you feel about the present import of programmes? Is it too little, too much or about right?

MADAME BACHAND: Je ne trouve pas tellement que c'est le nombre, mais c'est l'esprit qui est rentré dans des programmes. Par exemple, le music hall... le music hall américain, quand il est américain et fait aux Etats-Unis, c'est bien, c'est authentique, puisque c'est des Etats-Unis, mais quand on fait une transposition de ce music hall chez les Canadiens, ce n'est plus ça du tout. La Canadienne française sera peut-être une très bonne diseuse, seulement qu'on la laisse dans son genre, qu'on n'essaie pas de l'imiter. C'est assez difficile pour moi à expliquer.



LE PRESIDENT: Je comprends très bien.

MADAME BACHAND: Oui, c'est assez clair.

Me DE GRANDPRE: Maintenant, à la page 8 de votre mémoire, au bas de la page 8 et au haut de la page 9, vous parlez du problème de la centralisation des émissions. La centralisation, en télévision ou en radio, et dans bien d'autres domaines, est un phénomène, si vous voulez, un phénomène naturel. Vous avez un grand centre et les artistes qui ont un certain talent ont une tendance naturelle à aller dans un milieu où ils pourront rencontrer d'autres artistes du même genre, et inévitablement vous avez une centralisation des émissions. Je comprends qu'il faut éviter, aussi longtemps que possible, cette centralisation excessive, mais est-ce que vous iriez même jusqu'à dire que la centralisation doit être évitée, au risque de diminuer la qualité du programme?

MADAME BACHAND: Non, ce n'est pas cela que je veux dire, parce que c'est évident, comme vous le dites bien, qu'il n'y a pas moyen d'éviter une centralisation, mais seulement si l'on centralise d'une telle manière que dans tous les petits postes privés, échelonnés partout, à Terre-Neuve ou n'importe où ailleurs, cela ne permet presque plus à ceux qui sont là, qui ne peuvent pas bouger, de se produire. Eh! bien, ou ils viendront à Montréal, ou que ce soit Ottawa, Toronto ou ailleurs, et puis ils resteront là, et puis les autres seront comme un peu abandonnés. Le Canada, ce n'est pas Toronto ou Montréal. Ce que je veux dire, c'est qu'il faut aider tout le monde,



dans un cas comme celui de la télévision. C'est assez nébuleux présentement dans mon esprit, cette histoire de centralisation.

Me DE GRANDPRE: Est-ce que vous entrevoyez par exemple des émissions locales comme devant être des émissions reflétant particulièrement le caractère régional de la région?

MADAME BACHAND: Cela, je pense que ce serait une espèce de miracle, si l'on pouvait l'obtenir, parce que le talent régional, d'abord, présentement, il n'est pas tellement développé, je crois, sauf peut-être dans la sculpture ou la peinture, ces choses-là, mais au point de vue radio et télévision,..et puis ce serait peut-être trop exiger que de demander qu'un programme à Terre-Neuve ait l'esprit de Terre-Neuve, et que le programme qui est fait - je ne sais pas, moi - mais enfin dans le Nord, n'importe où, chez les Esquimaux, je ne sais pas. Je pense que demander ça tout de suite, je pense que cela serait idéal. Cependant...

Me DE GRANDPRE: Si vous restez dans un domaine purement général, parlant de musique symphonique, ou théâtre classique, ou arts plastiques, ou tout autre domaine, est-ce qu'en voulant garder la qualité, vous n'êtes pas nécessairement amené à rester dans les grands centres, si vous voulez toujours garder cette qualité vers laquelle on doit tendre?

MADAME BACHAND: Bien, cela dépend à quel point de vue on se place. Si vous voulez parler des auteurs, oui, mais il y a des oeuvres de grands auteurs qui ne







sont pas des auteurs canadiens, qui peuvent être jouées par des comédiens régionaux...

Me DE GRANDPRE: Est-ce que, par exemple, sans vouloir faire de comparaison, vous préféreriez un groupe théâtral bon, mais non pas excellent, qui aurait ses quartiers généraux dans une ville autre que Montréal ou Toronto, au lieu de faire présenter cette pièce par ce qu'il y a de mieux sur le marché?

MADAME BACHAND: Il est évident que c'est mieux que cela soit présenté par ce qu'il y a de mieux. C'est une question bien complexe. Vous êtes après détruire un peu ce que j'ai dit. Je ne sais pas comment on peut la résoudre, mais il me semble qu'il faut aider tous les gens, dans tout le pays, et qu'on ne peut pas avoir l'impression que le Canada, c'est Toronto ou Montréal.

Me DE GRANDPRE: Mais vous voyez qu'il y a là un problème excessivement complexe, si l'on veut garder la qualité?

MADAME BACHAND: Très difficile.

Me DE GRANDPRE: Maintenant, à la page 9 de votre mémoire, vous dites ceci: "La télévision d'Etat et les postes privés devraient être soumis à une entente qui réglerait le problème de la distribution des émissions partout où il y a des îlots de population". Qu'est-ce que vous voulez dire au juste par "être soumis à une entente"?

MADAME BACHAND: Bien, je pense que par exemple dans le cas de Radio-Canada, cela revient à l'histoire de nos petits postes privés, là. On



ne peut pas passer seulement des émissions de Radio-Canada, justement pour les aider, eux, à produire eux-mêmes, et puis il faut qu'il y ait quelque chose en dehors de Radio-Canada pour régler ça. Il faut, et cela revient encore à cette histoire, il faut quelque chose, que quelqu'un se trouve là pour régler la programmation, pour ça justement, pour régler comment cela serait distribué, dans l'emploi de la programmation. Il faut quelque chose en dehors de Radio-Canada qui est presque l'Etat, comme c'est là, vous savez, mais il faut faire attention.....

Me DE GRANDPRE: Alors, cette entente ne serait pas une entente entre la Radio-Etat et la radio privée? Ce serait, si vous le voulez, une façon de concevoir, par ce corps supra Radio-Etat et radio privée...

MADAME BACHAND: Disons qu'il faudrait peut-être que Radio-Etat disparaisse, et qu'elle soit assurée comme un grand poste privé....

Me DE GRANDPRE: De façon à mettre au dessus de tout...

MADAME BACHAND: Evidemment, elle sera plus grande, à cause du nombre et de la centralisation, mais tout cela..mais seulement, cela ne serait pas Radio-Etat, pour que chacun ait sa chance. Comme vous le savez, là, je crois, sans être tout à fait sûre, que Radio-Canada règle énormément les choses des postes privés; je ne sais pas si je m'avance en disant cela, en tout cas, certainement en programmation. Alors, s'il y avait quelque chose au dessus de Radio-Canada et que Radio-Canada soit considérée



avec tout le respect qu'on lui doit, bien sûr, comme un grand poste privé, mais pas comme Radio-Etat, il y aurait peut-être moyen de voir les choses d'une manière un peu plus objective, mais je ne vois pas comment Radio-Canada, lui, peut faire cela.....

Me DE GRANDPRE: Vous ne croyez pas que Radio-Canada...

MADAME BACHAND: Il est mêlé dans tout ça, lui, il a tous ses besoins, toutes ses ambitions. En somme, cela revient encore à ce comité au dessus de Radio-Canada, parce que comme c'est là, c'est Radio-Canada qui est le comité, qui est le bureau des gouverneurs, qui est tout ce que vous voudrez.

Me DE GRANDPRE: Et vous ne croyez pas que Radio-Canada, tel que constitué, puisse être à la fois dans le domaine de la production et de la diffusion des programmes et agir comme directeur général de l'allure générale de la télévision?

MADAME BACHAND: Je ne pense pas, parce que ce sont des êtres humains qui sont là, ils ont leurs intérêts, et puis on ne peut pas les en blâmer.

Me DE GRANDPRE: Et c'est dans ce sens-là que vous dites que la Radio-Etat et la radio privée devraient être soumises à une directive générale?

M. TURCOTTE: Croyez-vous que Radio-Canada, afin de consacrer le plus d'intérêt possible à son rôle de culture, devrait renoncer entièrement aux revenus commerciaux? Que pensez-vous à ce sujet-là?

MADAME BACHAND: Je ne peux pas me prononcer là-dessus, vraiment, je ne vois pas ce que cela fait





de différence, parce que certains programmes de haute tenue culturelle, comme l'Heure du Concert et tout ça, je pense que s'il était subventionné, on pourrait faire beaucoup mieux. L'idée, c'est de s'en tenir à l'idée que le programme doit être beau, et c'est tant mieux si l'on a plus d'argent pour le faire.

MR. DE GRANDPRE: C'est tout, madame. That is all, Mr. Chairman.

THE CHAIRMAN: I have only one question, Madame Bachand. At page 13, I want to be sure that I understand what you are contending here, and I am not sure that I do. Earlier in the brief, you speak of various forms of control of programme content such as advertising and the methods of raising cultural values, but here you seem to be sounding a warning against another kind of control, this "dirigisme en art". Am I right in thinking that you want controls which will raise the quality and standard of programmes, but you do not want controls which will include any judgments on moral values?

MRS. BACHAND: Well, it is not...si vous voulez, je vais parler français. Ce n'est pas exactement ce que je dis. Ce que je veux dire, c'est qu'une oeuvre d'art - évidemment, on ne doit pas, on ne va pas présenter des choses nécessairement amORAles ou mauvaises - mais une oeuvre d'art peut être morale et comporter des situations qui sont amORAles. Par exemple, si vous pensez à Green ou Mauriac, ces auteurs sont considérés comme des auteurs moraux, mais seulement leurs personnages font presque continuellement, dans le livre, des choses immORAles, et



le lecteur...on doit laisser à l'auditeur de la télévision et au lecteur cette liberté de tirer lui-même du livre ses conclusions personnelles, c'est un adulte, et puis quand il va voir le chaos, les misères, les angoisses et le drame que certaines situations amORAles créent chez les êtes humains, il est capable de lui-même, sans que l'auteur lui dise "ça c'est bien, ça c'est mal, ça, il ne faut pas faire ci, ça, il ne faut pas faire ça", il est certainement capable, de lui-même, de faire sa propre morale, de dégager sa morale de cette chose-là. Une oeuvre d'art, c'est l'expression de la vie, si vraiment c'est une oeuvre d'art, et puis dans la vie, eh! bien, les hommes ne sont pas séparés dans la vie avec un écriteau sur la tête à l'effet que ceux-ci sont bons et que ceux-là sont méchants, et puis on est tout mêlé là-dedans. Alors, il faut débrouiller tout ça. Il faut qu'une oeuvre d'art présente l'être humain, je crois, dans son entier, avec tout ce qu'il y a de bon ou de mauvais, avec ses passions, bonnes ou mauvaises, et puis je pense bien que si Shakespeare avait dit "oh! il ne faut pas que je montre qu'Othello va tuer sa femme, ce n'est pas bien; oh! il ne faut pas que je montre ça", et bien, on n'aurait pas eu Othello et puis on n'aurait pas eu Shakespeare. Vraiment, je trouve qu'il est temps, grandement temps que nous soyons traités comme des adultes.

THE CHAIRMAN: Thank you, Madame Bachand. Thank you for the whole brief; we have appreciated your comments as well as your presentation of the brief and your answers to the questions.

--- SHORT RECESS---



STATION CJON - NEWFOUNDLAND

Appearances:

Mr. Geoff. Stirling

President

Mr. Don. Jamieson

Vice-president

THE CHAIRMAN: The next brief we are to here is that of station CJON of Newfoundland; Mr. Stirling, president of that company, and Mr. Jamieson, the vice-president are here. Before you start, Mr. Stirling, I would like to repeat what I said yesterday at the opening, because perhaps you were not here at the time: our great regret is that we were unable to get into St. John's when we tried to visit you in June. It was an effort; we got as far as Gander and had to turn around and run for the mainland in order to continue our schedule. All of us regret we were not able to get in, and, more than that, we appreciate the fact that you were good enough, and also one of the other briefs from Newfoundland was good enough, to come to Montreal which, from our point of view, is the more practical arrangement. It would have been a very difficult business for us to make the trip back and take the time in our rather busy schedule, so we thank you for coming this great distance to present your brief. We will start by marking your written submission as Exhibit No. 176.

---EXHIBIT NO. 176:

Brief of station CJON  
Newfoundland.

THE CHAIRMAN: We hope that you will go beyond that submission and present it as you see fit,







and any other points that may have arisen since this was written some months ago.

MR. STIRLING: Well, sir, we were very sorry, of course, that you were not able to come to Newfoundland. We wanted you to be able to see our operation down there and our acceptance in the community, and the type of service we are doing, because we felt whatever we had to say to the Commission in the way of suggestions, or our ideas of the national service, would hold more water if our own operation stood up to your scrutiny, and because you were not able to come down there, and because we could not bring the various people who would have appeared in Newfoundland to Montreal, we wonder if we would have your permission to play a short tape which I think shows our acceptance in the community. We have the political party in power, and the opposition and labour and management and civic groups giving their reactions and opinions of our operation locally, and I think before we start giving our impressions of the national service our own record should be open to scrutiny.

THE CHAIRMAN: Speaking for myself, and I am sure for my colleagues, I think we would be quite prepared to take your statement as to the amount of community service you do, but you may be embarrassed to, so to speak, blow your own horn in this way, and therefore we will hear the tape. Does it take long?

MR. STIRLING: No sir; about nine or ten minutes.

THE CHAIRMAN: Do you want to do that now?

MR. STIRLING: Yes sir, I thought it would be better now.



THE CHAIRMAN: Very well, set it up, if it is ready to go.

MR. STIRLING: It is ready, sir.

---The following statement was reported from a recording played before the Commission.

This very brief presentation represents a cross section of the public's support which CJON radio and television are privileged to enjoy. In support of this contention here first of all is a statement by the Honourable J.R. Smallwood, Premier of Newfoundland:

"I have watched CJON almost every day, in fact, every day I was in the province ever since it was born and since their TV station was launched I have managed to see at least part of the time for practically every day during that period I am quite sure that I am only repeating what practically all Newfoundlanders feel when I say that the service this station has given to the Newfoundland people has been one of the most distinguished services ever rendered by anyone in this province. I am, myself, an old time newspaperman and radio broadcaster. I did broadcast for 15 minutes every weekday night for seven years in Newfoundland, and that, of course, has given me more than ordinary interest in radio. I believe



"that there are very few broadcasting stations across Canada or in the United States where the average quality of the stuff broadcast is higher than the quality of CJON. When I say quality I am not referring to the technical quality of sound or the transmission, but rather of the content of the station -- the newscasts, the news commentaries, plays, live broadcasts, and public events, broadcasts of church services, and a host of other broadcasts, and matters which are tremendously educative and informative to our Newfoundland people. I can scarcely think that many stations across Canada have as able a staff as CJON has. In fact, I think they are altogether outstanding by any test. The key man in this whole field of broadcasting is, of course, Mr. Jamieson. He has travelled in many hundreds of our Newfoundland settlements along hundreds of miles of our coastline. He knows the life of our people as very few men do, and this knowledge, together with his strong common sense, enables him to direct the whole broadcast period in every day in a way that gives the station a tremendous listenability that is outstanding indeed in this province. I have been particularly impressed by the very fair and impartial, objective reporting of the





"sessions of the legislature given by CJON.

This is something that touches me very closely. It would be an infamous thing if any radio station were to poison the wells, so to speak, of public information, and this is so very easy to do. The station has been very successful in avoiding that danger. I am genuinely happy to add my voice to those who praise the achievements of CJON, and I can only say that I hope I may, myself, be as successful in my field as Mr. Stirling, the president of CJON, has been in his."

Next we present the comments of Mr. Malcolm Holland, leader of the official opposition in the Newfoundland legislature and president of the Progressive Conservative Association in this province.

"Station CJON is doing an excellent job both in a cultural way and as a news medium. Its broadcasting of political news from the legislative assembly is accurate and has been so in my opinion consistently. It gives a splendid coverage not only of political happenings but of all newsworthy events. CJON today is also making a fine job of supplying entertainment and brings to its viewers the appearance at regular intervals people who comment on matters of every day interest.



"I am happy to have this opportunity to testify in all sincerity to the efforts of CJON and CJON TV to couple fairness and impartiality with an all out attempt to bring service to the public."

Civic endorsation of CJON radio and television comes from His Worship Mayor H.J.R. Mews of the city of St. John's:

"Every now and then something really worth while happens in St. John's. Two outstanding events in recent years have been the inauguration of radio station CJON and the recent development of CJON TV. These stations were established and developed by two men who together are a team that is attuned to this modern age. Both stations have succeeded in developing a wide outlook without loss of Newfoundland atmosphere. The CJON policy of public service has been a great benefit to the province, and we who work at city hall have through the facilities of both stations been able to keep our citizens informed on matters of public interest. Every good cause within the province has had the generous support of both stations, CJON radio and CJON TV, and the people of the province and the people of the city of St. John's are enjoying a very happy partnership. I believe it will



"long continue."

The Newfoundland Federation of Labour represents the majority of the labour unions in this province. Here is the president of the federation, Mr. Frank Chase:

"The policy of the labour movement in Canada on the subject of radio and television has already been clearly stated to the Commission by the Canadian Labour Congress of which the Newfoundland Federation of Labour is a chartered organization. It is not my intention to depart one iota from this policy which has been endorsed by all CLC affiliates across Canada but our federation feels that in all fairness to the operators of CJON radio and TV we must state that they do not in our opinion fall into the general picture as it applies to private stations in Canada. The simple truth of the matter is that this station is rendering an excellent public service in the province of Newfoundland and should not have its policy to continue to render this service impaired by the failure of other private stations elsewhere to do likewise. As far as labour is concerned, CJON has always treated us well whenever we have had occasion to make use of its facilities and this treatment has been accorded us on an equal basis with other interests. This





"is Frank Chase the president of the Newfoundland Federation of Labour speaking."

The largest independent union in Newfoundland and the one with the biggest membership of any Single Labour Group is the Longshoremen's protective union of St. John's. Here is its president, Mr. Leo Earl:

"Since the establishment of radio station CJON and the TV station of CJON I have followed with interest their various programmes, and I can say this in all sincerity that they have been extremely successful in bringing to the listening public in St. John's and vicinity -- I might say, perhaps, Newfoundland as a whole-- a very, very well balanced set of programmes. The news is comprehensive and usually to the point and the programmes generally leave little to be desired. Of course, it is not wise to say that it is 100 per cent perfect but it would appear to me as a layman observing the various programmes that they are as well balanced, perhaps one may say, as it is humanly possible. I think the overall picture is that CJON, both TV and radio, are doing an extremely good job in presenting to the public of Newfoundland well balanced programmes, and I wish them continued success and hope that they will keep up the good work which they have been doing for the last number of years."



Every qualified teacher in the province is a member of the Newfoundland Teachers Association. Here is the president of that organization, Mr. Eric A. Paris:

"I have no hesitation in stating that CJON radio and television are giving a very valuable service to Newfoundland. Much of the entertainment provided should add to the cultural development of our people. The news and views given to the public of this province both by radio and telecast keeps us well informed on topics of world importance as well as on matters of national, provincial and local import. Its news is presented at all times during day and night and given in a manner that is acceptable to all and it enables the listener to draw its own conclusions on topics of a controversial nature. In the interests of education CJON is always most willing to cooperate, and as President of the Newfoundland Teachers Association I cannot recall any occasion when its facilities have not been available to the N.T.A. As an example of this cooperation I need only draw attention to the very excellent service rendered by CJON radio and television to the Education Week Committee last March. Every day during that week many phases of



"education were dealt with in its news, discussions and interviews, and I feel it was the most effective publicity ever given to this all important subject of education."

St. John's is fortunate to have a number of very active cultural organizations which do a great deal to provide worthwhile dramatic and musical presentations on a regular basis. Amongst these are the Community Concert Association and the St. John's Players. Here first is the president of the Community Concert Association, Mr. Herbert Wyatt:

"As president of the Community Concerts Association of St. John's I would like to express my very grateful thanks to CJON radio and television for the great help extended the association through the publicity by both media in promoting the highly cultural entertainments brought us by first-class artists from all over the world. Again, as the president for the past two years of the Sunshine Camp Association where children crippled by polio and other diseases are helped back to health, I want to express thanks of all the children to the management of CJON radio and television both of which helped so considerably in the financial campaigns operated by the association in the annual March of Dimes and Easter Seal.





"Mere words cannot estimate the contribution by the management of CJON in these efforts."

Next, Mr. Bruce Feather of the St. John's Players:

"This is Bruce Feather of the St. John's Players. Until the end of last May I was president of the group for five years and during that time, of course, CJON came into existence and I must say they have been very helpful to us especially from the publicity angle. They have spared no pains, I think, to give us a good showing whenever they have had the opportunity and we know for a fact that at least one occasion, probably more, their influence has resulted in our obtaining larger audiences and attendances at our shows, and naturally we hope that this sort of service can continue because to a group like ours it is absolutely essential that we get plenty of good publicity."

As in other Canadian communities the Junior Chamber of Commerce is very active in St. John's and it has been CJON's pleasure to cooperate with this group on many worth while projects. He is the president of the St. John's Chamber, Mr. Reg. Goode:

"Radio station CJON and CJON television have always been more than willing to assist



the St. John's Junior Chamber of Commerce in any of its community projects, and its services have been placed at our disposal at all times without charge. The Junior Chamber of Commerce has just completed on CJON radio its fourth annual series of broadcasts, known as J. C. Forum, a half hour programme broadcast every Sunday devoted to spirited and informative discussions on topics of general interest. The facilities of CJON TV have been made available to us in order to bring to the viewing audience programmes presented by the Junior Chamber of Commerce choir. Both CJON radio and CJON TV have been extremely cooperative at all times in helping us publicize our community projects such as visit of Santa Claus, our teen-age safe driving Rodeo and many other activities. In my capacity as president of the St. John's Junior Chamber of Commerce and also as a private citizen I can say without reservation that the Newfoundland Broadcasting Company has always more than fulfilled its obligations to its listeners and has done everything possible to develop and encourage live talent. In fact, since its very beginning CJON radio and TV have presented many hours each week of live Canadian shows on a par with any film or recorded shows."



Much more could be said but we believe that these short comments from political, civic, labour and cultural leaders indicate to the Commission that CJON is fully aware of its responsibilities and is living up to them with a considerable measure of success and public recognition.





MR. STIRLING: I have a copy, sir, of that tape in disc form for each of the Commissioners. With the disc there is a booklet with all of these statements printed, and on the back of that booklet there are a great many other statements from every organization you can think of, representing a complete cross-section of the community. We did not want to make it unduly lengthy, but we did want you to hear all points of view, the only reason being that you could not come down to Newfoundland, and we did not feel that we could come here to talk to you without having on these tapes the viewpoints from all sections.

THE CHAIRMAN: You make us all the more regretful that we did not come to Newfoundland, because we had no idea we would have had the opportunity of cross-examining such distinguished witnesses. However, it may be as well we were not meeting on October 1st. You may have been caught in the forty-eight hour rule, or something, but seriously, we are very glad to have this supplementary material that you have left with us as a matter of record.

MR. STIRLING: Thank you, sir. The original brief, No. 176, that we submitted to you, was prepared rather early, and since that time we have added supplementary lists of various points, but we are quite willing to discuss them and to be cross-questioned upon them.

THE CHAIRMAN: May I just interrupt you.



You did give us a very abbreviated copy.--

MR. STIRLING: Very much so, sir.

THE CHAIRMAN: -- of the points you intended to put forward in addition. Would you like to have this copy made an exhibit or would you prefer that it should not be?

MR. STIRLING: Oh, no. It could be made an exhibit, sir.

THE CHAIRMAN: Then I think it would be better if we referred to this copy as Exhibit 177, and then it is on the record. We will call it Supplementary Notes.

MR. STIRLING: We did this because we knew these points were going to be discussed, and we did not just want to bring them up without giving you some notes on them.

THE CHAIRMAN: These were very helpful for us to have for reading last night. Perhaps you will now proceed in any way you would like.

---EXHIBIT NO. 177: Supplementary Notes.

MR. STIRLING: We are just going to bring up each point, sir, and go through it and then try to keep it fairly short, and if you put your questions to us we will elaborate on each point.

THE CHAIRMAN: My suggestion is that we will let you go right through the list of points rather than interrupt you and keep asking you to something which you may be covering later. We



will let you have our questions after that.

MR. STIRLING: The only thing we would like to say at the beginning, sir, is this: we did not come up for the purpose of being regarded as though we are going to throw rocks at the CBC. We want to be regarded as members or partners. We are carrying the national service in Newfoundland, also having regional coverage in Newfoundland, and we are here today to give you our suggestions as to how we can strengthen the basic service and not weaken it. We think that a service that has financial problems is not necessarily a strong service. Therefore, if we can give anything from our own experience and expression of opinion and our analysis of the situation we think we might possibly contribute something to the Commission. From the financial aspect, not having all the facts and figures in our possession, not having any breakdowns, not being shown the books, it is almost like trying to tell what is wrong with the engine of a car without being able to take the hood off. However, we are perfectly willing to answer any questions we can and to contribute from our own operating experience such things as we can.

THE CHAIRMAN: Well, you know that we are having very extensive financial studies made of the operations of the Canadian Broadcasting Corporation, and also of some of the private stations, and these will be available to us before we can reach any conclusions. I realize the





problem that there is for any individual who is not in the Canadian Broadcasting Corporation to go into detailed financial matters, but there may be some things on which you can give us some helpful advice.

MR. STIRLING: The other thing, sir, which I would like to say at the outset is that we are very well aware that we have come from Newfoundland and that we have only been Canadians for seven or eight years. We are very, very conscious of the fact that there is a very great need for Canadianism and that we must not lose our identity as Canadians. In our case we have American bases, we have three American stations, we have American troops right there in our community, and we have thousands of Newfoundland girls going back to the States and being married, and so on, so we are very anxious to remain and to become strengthened as part of the national coast-to-coast sense of being Canadians. That is a very important factor of the national service.

We think, therefore, and we want it understood that we feel that this Canadianism is a most essential part of this country, and nothing we have to say is in any way to weaken or to break down this very, very important factor in communications. I think that in fairness to every private station we should say that in this brief and in these records and recordings you heard, there was a statement made that this is an exception that they are doing a good job. This is the exception. How many



times do we hear that individuals in communities say they are doing a good job here, that this is the exception. I wonder if it is not the case that it is not the exception. When you break down private stations in the various communities, is it not a fact the exception is the one who is not doing a good job? We have also heard from the very beginning if we accept the national service as it exists today with thirty-five hours this should be analyzed into what it means. There are eleven hours sustaining, about ten hours partially commercialized and fourteen hours United States network shows.

THE CHAIRMAN: Are you talking about television now?

MR. STIRLING: This is television. This is the national service we are getting thirty-five hours. We have no financial figures, but if we assume the \$21 million is what they are paying for these thirty-five hours -- actually it is twenty-one hours because the American shows are coming in and are just being passed on as a distribution centre, really, so that the twenty-one hours are all that the CBC are contributing to the national service. I mean fourteen hours are just really taken up by the Jackie Gleason show and things of that sort, so this is supplementary to the national service. What is costing the money is the twenty-one hours, and so if we take the figure of \$20 million, which is the figure that we have, we are just taking this figure because we have no real breakdown -- this means the national service is costing





us about \$18,000 an hour. If we take the figure of \$40 million then it is costing \$36,000 an hour. In the memorandum of the CBC here, they have asked, according to my calculation, for approximately \$74 million. Other people say it is up to \$92 million, but I work it out to \$74,800,000.

THE CHAIRMAN: When you say they are asking, you mean that was the suggestion?

MR. STIRLING: The suggestion.

THE CHAIRMAN: Of the various projections, if you take this and if you take that?

MR. STIRLING: The overall picture.

COMMISSIONER STEWART: Does that cover only television?

MR. STIRLING: Television and radio, sir.

THE CHAIRMAN: But you are talking about twenty-one hours of television programmes?

MR. STIRLING: I am taking the figure of \$20 million, which is a lot less than this figure that they are getting, but you are asking us to give you some suggestions. We have no figures to give suggestions on, so therefore we have had to take X amount equals, and we are trying to bring this point out, to see what is the national service cost that is being provided, and if the total moneys asked for do not provide, or do not all contribute to better national service then we have to eliminate those things that do not contribute to the national service. Let us get down to brass tacks, let us get down to the national





service, how the people of Canada can have better programming and better national service, to eliminate all those things that do not contribute to the national service. The main point that runs through the memorandum is that all problems will be solved with more money, in every case all that is needed is more money and everything will be solved. Our thinking is that money alone is not the only answer. There are a lot of things that money alone cannot buy; for instance, it can't buy initiative, it can't buy ingenuity, it can't buy commercial sense.

We are not criticizing any of these things, we are just discussing them. We think a lot of these things are inherent in the present system -- the national service, as it exists. For instance, we think the CBC appeals to a certain type of mind. It does not appeal to a mind that is commercial. Many people like to get away from the rat race of commercial life -- they look upon it as a haven. It is not so hectic, not so commercial, therefore they tend to be drawn towards the CBC. It is like a professor who prefers to live on a college campus rather than living in New York City, the emphasis is to get the CBC people away from the commercial mind.

THE CHAIRMAN: We must remember to ask one of the CBC witnesses whether they regard their life as non-hectic.

MR. STIRLING: Well, I am sure they are pretty hectic, sir, but not nearly as hectic



possibly, really and truly, as the commercial operations in many other respects. On the other hand they are hectic because these same people, not being commercial, are being asked on the one hand to produce commercial shows, to compete for a maximum audience, and on the other hand to produce sustaining shows of a highly cultural nature. This is like asking Edward R. Morrow after analyzing his news, to imitate Elvis Presley.

THE CHAIRMAN: That would be really something to see.

MR. STIRLING: Well, that is the problem and it is something to be considered, -- the lack of commercialism in their basic thinking. Also the lack of commercial management. I would not start a radio and television station without bringing in a man who has operated a commercial station for ten to fifteen years -- or five or thirty years. Now in the CBC I don't know of any man who has ever operated a commercial station or a television station on a fixed budget and shown a balance at the end of the year -- not one. So how can you keep a tight budget when you have no management experience, but you are asking people to operate commercial programmes? It is a doggone difficult situation and the difficulty has to be dealt with. This same lack of commercialism also, strangely enough, is lack of showmanship. It is regarded as almost sordid in some quarters to have showmanship -- commercial gimmicks -- but it is their lack of



showmanship which is also a lack of audience builder. . You don't get a lot of things because this showmanship is lacking, and today it is an inherent weakness in the management of certain sections of the CBC. I am not criticizing these things but they exist, and should be taken into consideration.

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The feeling that I always get, and I have walked into their stations where they have a man who has never operated a commercial station, there is no sense of tight budgeting. I mean, they will put up an elaborate backdrop and have spinning wheels and water coming down and mermaids and jumping fish when a rear screen projection would have done the same thing and saved hundreds. But, one producer is trying to impress the other producer and if you are operating on a tight budget then this is it and if he goes under his budget then he could do it. It does not cost money to do a good show, imagination and ingenuity can do a good show too but the feeling that money does not really matter runs through a lot of their thinking.

THE CHAIRMAN: Mr. Stirling, you do not need to be hesitant about launching criticisms as long as they are constructive. I am sure the CBC would be the first people to welcome them and certainly the Commission would.

MR. STIRLING: I hesitate only because a lot of the criticism is, of necessity, unfair. It is pretty doggone difficult when you are running an operation as big as Mr. Dunton is running to be able to keep your finger on everybody in the organization who may be in the position to spend a lot of money. It is very difficult. Even in our own organization where we have only 93 people, if I am out of town for a little while and they produce some shows I can get frightened enough when I come back



and see the production bills.

We feel there may be some thought given to spacing, having your commercial operation on the one hand and your sustaining operation on the other so that you have a more commercial minded group who do nothing but commercial shows and do not attempt to do sustaining cultural shows, so you do not get that overlap. We think that might give the commercial people a bit of help. If the decision of the Commission is they maintain the subsidized commercial shows then maybe it would be better to have a separate production unit to do nothing but commercial shows.

THE CHAIRMAN: I do not want to interrupt you but on that point, do you feel that these two types of operation are, so to speak, mutually exclusive? I mean, is it not possible to have a commercial show which also has cultural values?

MR. STIRLING: I presume, sir, in the national service there is going to be an attempt to do certain shows that they do not attempt to sell.

THE CHAIRMAN: But even in that case, even supposing you are producing a cultural type show, and I am not talking about religious broadcasts or political broadcasts or these other things, is it not always possible that a good cultural show might sometime become commercial?

MR. STIRLING: It has already done so. This Fall they have sold Folio eleven nights already which is a perfect example. Here is a basically cultural show which is now a commercial show.





THE CHAIRMAN: I am trying to raise the question whether this separation you suggest is a good thing.

MR. STIRLING: The difficult thing is, I know if we are doing a cultural show which is non-commercial and the person who is directing the show will put up violent objections if a person with a commercial mind says, "Look, if you do a little bit of this showmanship you will get a bigger audience", and he will say that that would spoil the artistic quality of the show. It is a difficult problem. Something is needed, maybe a commercial liaison manager to tie everything tightly together. But, this should be taken into consideration of this problem, we think then if there are real tight budgets not just established from what are the costs but what should the show cost breaking it down, working from that basis rather than what does the show cost but what is the show costing, if there was one warehouse and not 18, if there were basic backdrops, then if each show on the entire network, on the national service, has a tight budget and you know -- a tight budget on cost accounting, then you really know what the total cost of your national service shows are. On top of that, if the television line charges from Vancouver to St. John's and the radio line charges from Vancouver to St. John's are a flat figure each year for the use of those and is subsidized by the government for the CBC from coast to coast then you know the cost of your network from coast to coast and the cost of each individual show. Therefore, in substance, you know





the cost of your national service.

We feel that the National Film Board should be incorporated in the CBC and that many of the films that--

COMMISSIONER STEWART: You say incorporated in the CBC, that they should be one unit?

MR. STIRLING: One organization and eliminate the overlapping in this way; for instance, you have a Denny Vaughan show that could be filmed instead of being put on live. Right now the CBC is paying half the show and the sponsor half. The show is on tonight and it is finished forever except that it is on kine-scope which lasts for 30 days then it does not exist any more. The "I Love Lucy" show is filmed for sale out to that sponsor who pays half of it and in 30 days they can sell it to another sponsor and get the residual output. If you have 39 episodes of the Denny Vaughan show that you could buy and they could sell it to Australia, to the United States, they could sell it to the BBC in England but they would have some way to get that money back, the money they have paid out for that show. "I Love Lucy" is playing three and four times now and after the second time everything is gravy. There is no reason why many of these Canadian shows could not be filmed by the National Film Board and on top of that we would be spreading Canadianism.

THE CHAIRMAN: Do you happen to know whether the present labour agreements interfere with the proposal you are making. That is something which was raised at the outset in Ottawa?



MR. STIRLING: Obviously they do at the present time and it has to be negotiated but after all, this has been negotiated, the labour situation, in the United States on television personnel and film it is just as tough as it is here and right now they are filming a show in Canada called the "Last of the Mohicans" on which this whole thing could be done, it is being filmed by TPA and they are going to eventually sell this show. But, what happened to all the good half hour dramas that Canada has produced? There could be whole packages of half hour dramas you could sell, packages of musicals. Certain of the shows are timed you cannot put on film, it is dated, but we should have the Canadian influence, we can have it now throughout the States. One thing we do do well is good drama. Why not a package of Canadian drama on film that we can sell. Not only that, if you had a film thing and you had a union contract you would have more chance to develop big stars because if they could get on a film and get residual rights and a percentage of additional sales you would be in a position to pay them decent money so you would not lose them to the States. Giselle Mackenzie is a good example. The CBC would get back money and Canadianism would be spread elsewhere. In the summer we could buy a re-run of Denny Vaughan in Newfoundland. We had to buy American films when they pulled the show off in Newfoundland in the summer, we had to fill the time with something that was not on the network time, and we could have given them money, we could have filled it with their



shows.

THE CHAIRMAN: This is really a proposal which is not strange as far as Canada is concerned. We have a small market and we seek to expand that market by export with the added point you are making that this is also the spread of Canadianism.

MR. STIRLING: Certainly. I mean, there is no reason why, this could be negotiated, I am sure, if it means more money for the unions, they are going to be in favour of it.

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We feel that the advertising agencies should be encouraged to produce their own shows, really encouraged to produce their own shows, and not given any restrictions whatsoever. If the advertising agency can produce the Denny Vaughan show, if they can produce it better than the CBC and cheaper than the CBC, and they maintain the Canadian context of the show, they are going to do it. If the CBC can do a better job, then the shows will all end up by being produced by CBC. If the man who does the Denny Vaughan show -- the agency of Young and Rubican who do the Denny Vaughan show and Cockfield and Brown who do the Jackie Rae show, the very sense of competition in the agencies is going to make those shows better, and also the commercial shows being produced by the CBC, when they have to compare themselves rating-wise and standard-wise to the shows being produced by the agencies, they are going to get up on their backs and sit up and take notice, because this very competitive system between the network shows, if the agencies were really encouraged to produce their own shows, what difference would it make if the government is going to subsidize them; they say, "Well, you produce it and give us your cost accountings and we will subsidize it." -- because there is subsidizing, anyway. By eliminating the competition, by eliminating the agencies from producing their own shows, you have eliminated an honest-to-God competition between production groups within the CBC and outside the CBC.

COMMISSIONER STEWART: I think it was when Mr. Dunton was on the stand in Ottawa that one or other



of the three Commissioners asked him at that time would he be willing to buy shows produced by others, and he said yes. So, apparently there is no road block there, but, of course, CBC, as I see it, would have to be the judge of whether they would buy or not. Are you suggesting something different from that?

THE CHAIRMAN: Just before you answer that question, I have the same point in mind arising out of Mr. Dunton's evidence, actually at page 193 of the transcript, and I asked our staff to make some further inquiries about it in case this point came up. The answer I got was this, that there is a problem as far as production on CBC premises is concerned because of an over-crowded situation that, virtually speaking, their own production taxes their physical facilities to the limit, so they can't have people come into their premises to do it, but outside of that the CBC's attitude as reported to us -- and we will check this when we see them later, in October -- is that they would like to buy programmes produced elsewhere provided the price is right and the quality is up to standard -- of course, they have to have that right -- and the show can be fitted into the overall programming scheme. But the report I get is that the real lack in Canada is the lack of alternative production facilities.

MR. STIRLING: There is no station in the major markets to provide these facilities for them. You can't expect Young and Rubican to build a great studio in Toronto for one half-hour a week. But if there were facilities available through the second





stations in the major markets they could rent the facilities, because the CBC facilities are overcrowded. If there were second facilities available in the major markets to rent, then you would have the agencies producing their own shows.

THE CHAIRMAN: Let me ask you one question arising from that, because I think your point is good, that if you have a bigger volume you can bring through, you can utilize, then you will have more chance of getting the production facilities, but the case has been put to us that in some way CBC policy is preventing freedom of enterprise in this field of programme production, and I wonder if the answer may not be that people who are, in fact, free have not been enterprising enough. What I am thinking of is this; what is there to prevent the Peterborough, Hamilton, London and Windsor private stations getting together to establish their own production facilities for the type of filmed programme that you are talking about right today?

MR. STIRLING: There is nothing preventing them, sir, but you have got to have a major market to have the quality of the programme you do. Hamilton, and so are London, and some of the other stations, are producing some live shows, but unless they are network shows you could not film them; you could not pay the basic cost. If it cost \$10,000 an hour, a private station cannot afford to spend \$10,000 for an hour show.

COMMISSIONER STEWART: In this suggestion, Mr. Stirling, are you going beyond the point that





was discussed in Ottawa? I think you were there at the time it was originally discussed. Are you enlarging it in some way or other?

MR. STIRLING: Yes sir, I am enlarging it on the premise that if the agencies were told, "You have X amount of time -- you have from 7 to 7.30 next week or next year, this is your time on the network -- the CBC gives you this time -- 7 to 7.30; we assure you of the time and we don't put any restrictions on you. If the show is a Canadian-produced musical show, we will agree to carry it." Now, you will find they can't do that right now. They can't go into the CBC -- there may be no facilities -- but they can't go in and produce it there. There is not one single solitary show on the network nor has there ever been on the network produced by anybody else than CBC.

THE CHAIRMAN: Let me ask you about the statement you made a moment ago where you said that a production costing \$10,000 could not be done by a group of private stations.

MR. STIRLING: I didn't say a group of private stations, sir. I said by a private station.

THE CHAIRMAN: By a private station. Well, my point simply is this: you have a certain number of hours taken up by a national programme --

MR. STIRLING: The key hours.

THE CHAIRMAN: Yes. You also have a number of other hours that fill out the programme day.

MR. STIRLING: Yes.



THE CHAIRMAN: Is there anything in the present regulations or practice which would prevent the 26 private stations -- let us call it 20 because there may be some French and some English -- getting together on some arrangement whereby a filmed show, the cost of a filmed show would be spread over the 20 stations, in which case your \$10,000 becomes \$500?

MR. STIRLING: No sir, there is nothing to prevent them except economics. If the Kraft Cheese Company will say to those 20 stations, "We will buy that show providing we can get distribution in Toronto, Montreal and Vancouver." Now, because there are no private stations in these three cities, they are not willing to buy the 20 little tiny towns, unless they get the major markets, and they can't get the major markets because the CBC controls them. Therefore, the private stations can't produce a show without getting the major markets. This is the key to the production of this type of programme. You have got to have outlets in the major markets.

THE CHAIRMAN: Why couldn't the CBC buy the show as one of the 20 -- or 25?

MR. JAMIESON: Well, if I may interject, sir, I think the reason is that they have so much of their own production.

COMMISSIONER STEWART: Yes, but they have said they are prepared to buy production outside if it comes up to their standards.

MR. JAMIESON: Fundamentally, sir, I think it boils down to a lack of facilities. If 20 stations





agreed right now to do one I don't know any area where they could do the actual physical production -- not too many of them, at any rate.

THE CHAIRMAN: This is really getting to the point that I have suspected as far as our inquiry has gone so far, that we are at a very early stage still in television, and so far we haven't developed the private production facilities required to do the kind of thing you are talking about. Now, there is a tendency to suggest that this in some way is based upon some prohibition or some control. It may well be that it is merely that we are at a very early stage in our development.

MR. JAMIESON: I was going to interject, sir, there is a partial truth in the fact that there is a limit to facilities. I do feel, however, in the limited knowledge that we have, that there is also the fact that Mr. Stirling mentioned of the type of production the CBC is doing and if you like the attitude and in some cases maybe a failure to cut corners and so on, and perhaps facilities are being used more extensively and for longer periods than are necessary. This is one thing in the case of non-commercial shows.

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Also, secondly, they are using these facilities for the production of the commercial shows by the CBC. If the CBC were to withdraw, at least to some extent, from the production of commercial shows, then possibly some CBC facilities would be available for an agency or another group to co-operate and move in and do some of the production themselves.

MR. STIRLING: Based on the present facilities you are right but in the transition period there is just not enough facilities right now.

COMMISSIONER STEWART: Let us pursue your statement a little further; this rather intrigues me because I had a suspicion that your programme would cost more in that way. Whereas you take yourself as an operator of a private station, I don't suppose you would be prepared to buy a programme sight unseen any more than the CBC would. So that if they are going to do this, they would have to put on the production once for the CBC to see how it is going to go ahead, at a rehearsal and so on, and one thing and another would be multiplied, with additional cost.

MR. STIRLING: But, sir, the public of Canada are having to buy programmes sight unseen.

COMMISSIONER STEWART: But would you as a station operator buy a programme sight unseen?

MR. STIRLING: I am buying them, I have to buy them, sir. I don't know what I am going to get this fall or what the CBC are going to



cook up.

COMMISSIONER STEWART: But you don't pay for the CBC -- they are sustaining programmes.

MR. STIRLING: No, sir, I buy them for part of the cost; I get thirty per cent and the CBC gets seventy per cent, or I get sixty per cent and the CBC gets forty per cent, but I am buying in substance. I don't know what they are going to produce, I don't know if it is going to be any good or not. How do I know -- we could go into the details of Graphic, if you want to get down to case histories of the production, and the proof of a show that was not properly conceived, was not properly programmed, was not properly developed, but it was put on the network, loses its sponsor, and a private individual has to carry that show sustaining, through the basic lack of programming, basic management thinking, at the CBC, and that applies to every other private station in Canada. What I mean is, sir, you can't smother this honest competition to develop these programmes; by smothering it, sir, you are not getting the quality of shows Canada can produce.

THE CHAIRMAN: What do you mean when you say smothering at the moment -- is it by pre-empting the good hours, or what?

MR. STIRLING: No matter what lip service is paid to it, nobody is encouraged to produce anything for any sponsor but the CBC at the present moment.



THE CHAIRMAN: Well, you are free, white and twenty-one -- why don't you get busy and do it?

MR. STIRLING: I would be glad to do it, sir, if you open up the major stations.

MR. COYNE: I wonder if I might inject something here, sir, apropos of Mr. Stewart's question as to whether Mr. Stirling was suggesting any extension of what has been discussed earlier in Ottawa. It struck me that he was suggesting a very significant extension, and it may be the key to this question, and that is the question of subsidization. In other words, the CBC in the production of its own commercial shows is subsidizing the production of that show in the sense of paying fifty per cent or whatever it may be, and the producer of the show or the sponsor is only paying fifty per cent. Now, if the sponsor is only prepared to pay fifty per cent of the cost of producing an acceptable network show, surely that sponsor will not be prepared to produce the show outside of CBC's facilities unless he is again in the position of only having to pay fifty per cent of the cost or, am I right in thinking, from your earlier remarks, that you are contemplating subsidization by the CBC towards production costs of these shows whether produced by the CBC or in some private facilities?

MR. STIRLING: Well, that is a double-edged question. You can take it two ways, one is that many sponsors feel that although they are paying only fifty per cent of the CBC cost,







if they were producing the shows they would be paying one hundred per cent and it would still only come up to fifty per cent -- do you follow me -- in other words, what the CBC can do for \$100, they can do for \$50. Therefore, what they are doing is paying an additional fifty per cent which is really a subsidization of the inefficiency at the CBC. That is one side of the picture; the other side of the picture is if they subsidize that fifty per cent by the CBC for the production of the thing outside the CBC facilities for the first run. There is nothing wrong with the CBC filming that first run and getting back their fifty per cent in residual re-runs.

THE CHAIRMAN: On that point, Mr. Stirling, have you seen the statement given by Columbia Broadcasting on the recent inquiry in the United States?

MR. STIRLING: The NBC?

THE CHAIRMAN: Yes. This statement is the one I have picked out:

"In 1955 the loss for commercially sponsored programmes alone was in excess of 7.1 million dollars without any allocation for general overhead such as selling, administration expense. In addition, CBS Television spent over 10.5 million dollars for sustaining entertainment and public affairs programmes for which it received no revenues. It is estimated by CBS accountants that an



additional \$4½ million for overhead expenses is attributable to programme production. In total, sustaining programmes and the loss on the sale of commercial programmes cost more than \$22 million in 1955."

MR. STIRLING: I was not aware, sir that the CBS was losing money. I was under the impression that it made \$100 million last year.

THE CHAIRMAN: The CBS in the rest of this make it clear, and this is a point we will come to a little later on, that they are talking here of their network operations and their contention is, as I read it, that by and large the network operation, or this kind of programming which you have been talking about, is an important element in their programming, but on that they make relatively little profit and that the key to the economics of the CBS is that they make a profit on their own station operations which gives them a chance to show a profit overall.

MR. STIRLING: On the 7 stations.

THE CHAIRMAN: Yes, plus indirect benefits that of course they get from other types of operation which they have, in producing records and the like.

MR. JAMIESON: Are we not getting right down to the point of what are the central economic factors of this kind of programme production.

MR. STIRLING: I don't think anyone is going to argue in Canada with the need for subsidization.



THE CHAIRMAN: Well, you are not, anyway.

MR. STIRLING: No.

MR. COYNE: May I just ask one supplementary question to clarify that, sir. You are contemplating some subsidization by the CBC towards the cost of privately produced shows for network purposes.

THE CHAIRMAN: No, I understood him to say no.

MR. COYNE: Well, is it yes or no?

MR. STIRLING: I am contemplating subsidization for the production of a national service. If the Commission decides that it makes sense to subsidize corn flakes in the production of their programme, well that is a matter for the Commission to decide. I am saying that you are going to have to subsidize, or partly subsidize, the national service, but whether it makes sense to subsidize a commercial musical -- I think the CBC would say that local sponsors are going to have to carry the full cost or they are going to have to produce their shows within a certain budget that they will have to carry fully.

THE CHAIRMAN: At least, for these privately produced television commercial shows, which you speak of as being a desirable development, you do not think there should be subsidization of those shows by the CBC or by the Government?

MR. STIRLING: I think it would be a dangerous practice, sir.

THE CHAIRMAN: Yes.





MR. STIRLING: I think the perfect example of trying to explain in detail the lack of cooperation and lack of production level of programming is Graphic. Now the Graphic show was a big effort last year. It was a Canadian version of the Edward R. Morrow show. Now, obviously Edward R. Morrow is a very interesting show, and a very good show -- Edward R. Morrow is in it. I mean he is an ad libber. He has a sense of news, he has a sense of timing, and he has a sense of showmanship, and that is the secret of Graphic, or rather of the Edward R. Morrow show. Now, if you feel you wish to make another show like the Edward R. Morrow show you obviously have got to build it around a strong personality who has tremendous ad lib ability, a good experience, presumably someone who has studied Edward R. Morrow and knows television thoroughly, who has had training, who has had background television training somewhere else, and so on. So that if you have that basic personality, with all the other factors of the show, you can build around it a decent show.



Now, obviously it is slightly exaggerated, but according to Maclean's Magazine when the CBC decided to make Graphic and they had told the Ford Company if they wanted to get on the network, they had to buy another show, which was a Canadian show because they had the Ed Sullivan show which was an American show, so they had to have a Canadian show if they wanted to get on for their Ford cars. They did not want to buy the Hit Parade so therefore they said, "We will produce Graphic for you". That was instead of saying vice versa, saying, "You produce Graphic and we will carry it for you". So they, then, instead of picking a man, and with all these qualities, they picked a man who does not own a television set, has no news experience, and according to the director they picked him because he had big ears.

COMMISSIONER STEWART: Yes, he has.

MR. STIRLING: The result was, because there was no liaison there the show was cancelled. I do not know what they did with all the people, what happened to these people? Were they just absorbed and that much more cost added to maintain the system? I know what happened to us; when we were told the show was cancelled we had to continue to carry it with no revenue at all. If the CBC had said to the Ford Motor Company, "We have a half-hour show and here is the format we want you to take, copy the Ed Morrow Show, but all Canadian, with a young Canadian actor, or newsman, a good Canadian script man", and they said to the Ford Motor Company and their agents, Cockfield Brown, "Here, produce this show and you have got a half-hour time". Ford Motor Company



would not have cancelled, it would have been their show and they would have leaned over backwards to make a doggone good show. They would have made money on it, and it would not have cost anything and we would not have been stuck with it. It is because the basic thinking is wrong in the selecting of an individual, and that is just one example.

MR. COYNE: Do you know whether the Ford Motor Company would have been prepared to produce the show in this case?

MR. STIRLING: I know the Ford Motor Company gave seventy-six suggestions for the show and two were accepted.

MR. COYNE: I asked you whether you knew whether the Ford Motor Company would have been prepared in these circumstances to have absorbed the full cost of producing an acceptable show, if produced by themselves?

MR. STIRLING: How can I decide, how can I possibly answer that question?

MR. COYNE: The answer then is that you do not know?

MR. STIRLING: Nobody knows, they were never asked.

COMMISSIONER STEWART: In the course of your remarks, Mr. Stirling, you said that this showmanship and one thing and another lent itself to or almost required a certain amount of exaggeration. I think that would be a reasonable statement to make; do you think that as a government agency the CBC have to be much more faithful to the truth than







showmanship permits?

MR. STIRLING: I said it is an inherent weakness in the system, sir, if it can be called a weakness. I agree that the idea of showmanship -- on the other hand, showmanship on the Edward R. Morrow takes as its first guest Sir Thomas Beecham and the second guest Marilyn Munroe; there is showmanship, change of pace.

COMMISSIONER STEWART: I was not talking about that; I was talking about your one remark that showmanship permits or is almost necessary, a certain amount of exaggeration.

MR. STIRLING: I think it is considered that way among -- it depends on your basic thinking. I do not necessarily say that it does require exaggeration; it is more promotion, letting people know what is going on; it is building the show, not necessarily in the terms that it's the greatest musical in the world, but just the mere business of publicizing it, which is not particularly conducive to the type of operation the CBC has. You can turn out a good show, you can turn out a wonderful show, and -- Marty, which was an academy award winner last year, they spent more money publicizing it than making it.

MR. JAMIESON: Mr. Stirling has been mentioning the copy of the Edward R. Morrow Show and it strikes me in viewing Canadian television, and it may be a good basic point, that quite frequently, either unconsciously or otherwise, there is



a tendency to copy the American shows. Obviously Graphic was quite clearly the same type of show as Person to Person. The Across Canada Hit Parade has almost the same name as the American show. Who is my Guest is another, and you could go on, and it strikes me that by doing this we are getting into the type of production that fifteen million people cannot possibly afford in relation to one hundred and fifty million in the United States. In other words, maybe we should be thinking of a different type of Canadian programme.

THE CHAIRMAN: This is a question I have wanted to ask for some time, whether there may not be too much copying of techniques which may be perfectly adequate and suitable for American consumption in a different and larger market, but that we ought to be seeking for more original and specifically Canadian approaches to this business of providing programmes.

MR. STIRLING: The perfect example, I think, is hockey. Hockey is a number one sport in Canada, it is Canadianism at its best. Mr. Stewart may not think so, but it is Canadian sport anyway. Now, we on the non-connected network do not get hockey, there has not been a single hockey game given us, the kids of Newfoundland, except, I think, one all-star game. We do not even get a half-hour of hockey a week, or highlights of hockey. I mean, if you are going to make them conscious of being part of Canada and part of the Canadian scene, where is the hockey? That is one example. The



only Mounted Police thing that I know of, and the Mounted Police are a symbol of the country, is made in the United States. Where is the half-hour series about the Mounted Police? Where are all these things? If this is a national service, where is it, is it Jackie Rae?

MR. JAMIESON: On the point that Mr. Fowler raised about the Canadian basis of the shows, if you take the light entertainment that is being produced by the CBC, many of the titles we have mentioned this morning, it is perfectly obvious they are singing the same songs on the Canadian Hit Parade as on the American Hit Parade, and in all the other popular types of shows fundamentally it is a carbon copy of American shows. The only possible justification for its existence that I can see, in view of the fact you can purchase film in the United States of virtually the same type of show, is that it gives employment to Canadian artists. This is really the only reason for its existence. It has nothing distinctively Canadian about it, and I maintain that money could be better spent and those people employed in something that would have a different form and a different content.

THE CHAIRMAN: Are we not getting back to one of the fundamental problems we have encountered many times and that is the limiting fact, if it is one, it may not be the presence of artists but the presence of original creative talent in Canada? Have you any comments along that line, the adequacy







of creative talent?

MR. JAMIESON: Yes, if I might make it a generalization in terms of the criticism of private stations across the country for producing a lack of local talent. I think the word has been abused in terms of talent being regarded as musicians and so on; talent is anybody who goes in front of a camera. I know our own market pretty well, and I have just come from Vancouver and visited stations all the way from Vancouver to Sydney, and conscientious operators have the same experience as we have. In most of the smaller areas of Canada in particular the live talent of the quality that would sustain a good series on other radio or television is not in existence. Out of sixty thousand people, to use one of Mr. Stirling's personalities, America was only able to produce one Marilyn Monroe out of one hundred and fifty million, or whatever the figure happens to be. Out of the seventy thousand or eighty thousand in our town is only so much real talent to get, and if they are any good they go to Toronto or Montreal and the bigger centres where there is more hope for them. I agree there is a definite lack of creative talent.

THE CHAIRMAN: But you are talking about the performer before the camera, and I was raising the question as to the adequacy of our supply of script writers, idea men, people who are going to do the thing you are talking of, which is to do something distinctively Canadian rather than something



which is a carbon copy of the American product.

MR. JAMIESON: I think there is more talent probably around to be developed in that field, but is it not a weakness of the present system that, for instance, there are only so many hours in the day for which CBC can produce shows, since they are the only network outlet? There are probably any number of private stations in other places who could do these things, but do not have an outlet because there is only one outlet and one station in the major markets.

THE CHAIRMAN: But let me ask you this, you have so much time per week, how much time per week are you on the air with your TV?

MR. STIRLING: Sixty-five hours.

THE CHAIRMAN: And you said that thirty-five hours of that is supplied by CBC?

MR. STIRLING: Yes.

THE CHAIRMAN: What about the other thirty hours multiplied by twenty-six across the country?

MR. STIRLING: We have two hours a day of live camera, but if you have a chap with any ability to script write he will not stay in Newfoundland very long, he will end up in New York or Toronto or Montreal. Let us face it, they motivate to the major centres and in the major centres they can get no employment but with the CBC, and, therefore, unless you widen the source of their employment you will never develop them. Which comes first, the chicken or the egg?



MR. JAMIESON: I do think, too, along the same line, Mr. Fowler, a number of briefs presented have sort of emphasized that there should be some sort of regulation determining the quantity of Canadian content. Now, I can realize the necessity for that safeguard and the concern of these people. My own experience, however, has been that when you get into quantity there is a tendency to lose quality, and in my opinion even the CBC could do that. Perhaps they could do with less shows which would give them more time, more facilities, in order to make the shows better. In other words, if somebody insists that you put on thirty hours a week, whatever it happens to be, of Canadian content, we would be hard pressed to find that much talent. The net result would be that the quality would go down. I think an awful lot has to be left to the responsibility of individual operators, and I feel they have a sense of responsibility.

MR. STIRLING: That is a very important fact, I think, sir, the script writers and creative artists, and for a young country it is almost automatic; we are still in the transition stage of the development of these. But, you have got to give them the potential opening or you will never develop them. They will all end up in the BBC. You have got very good people from Canada today who just found they could not get any outlet in Canada and who are now in the BBC. Script writers and artists -- there were not enough







openings for their talent, and they went over to England. We believe there has been a trend in the national service to concentrate on television because it is a glamour media, and to forsake radio. Very, very much so. We know in our own operation that if we open the door long enough we would end up with everybody on television and nobody on radio. They all want the glamour, the glamour media of television. It is a big deal. If a producer wants to produce something he wants to go on television. If a politician wants to make a speech he wants to go on television even though his wife only sees it, rather than have seventy or eighty thousand people hear it. It is a normal approach to the glamour of television.



For instance, in Hansard's 27th of July, 1956, the announcement was made that there were 1,405 concert jobs given on television last year. In the CBC memorandum it said it cost them five to ten times as much to produce a TV show as it does to produce a radio show. The ~~Concert Hour~~ is a static programme. The biggest problem is getting movement in camera. If it costs five to ten times as much, wouldn't it has been better to have five or ten times as many concerts on radio than just the one concert on television? Should we not get back into radio. Many of the shows are better on radio; good music, for example. If you can give more employment for less expense on radio, then haven't we over-emphasized to a large extent certain programmes on television?

The other thing is, I don't know if there is enough liaison. When there is a heavy show on radio, what is on television? Is it heavy or light? If Folio is on radio, what is on television; is there a good light programme on the national system at the same time?

THE CHAIRMAN: You are talking about contrast of programmes?

MR. STIRLING: Yes, change of pace.

THE CHAIRMAN: Just on that point about radio and television, would you feel there was any question if you take your suggestion that all the musicals were taken off television because they were almost as good or perhaps even better in some respects in radio.---



MR. STIRLING: That is your statement, sir. I said the Concert Hour.

THE CHAIRMAN: I am not talking about the variety type of show at all, which may be musical. I am talking about concerts and orchestral efforts. Would you not then be left with an overall television meal which was lacking one course in it that ought to be present?

MR. STIRLING: Are we or are we not discussing the possibility of cutting the cloth to suit what we have got on hand?

THE CHAIRMAN: I think we are, but does your proposal have that possibility, at least?

MR. STIRLING: Well, I would say by all means well balanced programmes, not to the extent -- I think the tendency is more or less towards television and less and less towards radio. If you have the Concert Hour on television, why not simulcast it and put it on the national radio system too? You will save a lot of money.

THE CHAIRMAN: I notice they are doing it in sports programmes.

MR. STIRLING: I think it is a good trend. We are doing some now.

THE CHAIRMAN: Let me ask you about the radio business: do you think there is an element of novelty in the emergence of television which may even now be in the process of wearing off?

MR. STIRLING: The only way to check on that is to look at the trend in the United States:







it has not proven so in the United States. It shows that after you own a television set you look at it longer during the second year than the first year.

THE CHAIRMAN: I guess I am not a symptomatic person.

MR. STIRLING: You are not average, obviously, sir.

MR. JAMIESON: On the question of these shows such as the Concert Hour, this, I think, brings up another interesting question as to just how far a national system can go in appealing to or providing service for minorities. There is an obvious necessity to look after minorities, but how small a minority? In our own particular case shows such as Concert Hour just have no honest basic appeal, and it strikes me too there has to be a clear-cut line on what is aimed at minorities and what is aimed at education. There is very little compromising in a lot of these so-called arty shows. The people who listen to them are people who know Chopin and who have 25 or so of his records in their cabinets, and can listen to them anyway.

MR. STIRLING: When we do a show in Newfoundland we have a very wide spaced audience: you have a fisherman who had to leave school at twelve to go and fish, and when they did Macbeth -- we put television in the schools -- we went on live camera first and explained what it was. If you are going to encourage the development of Shakespeare you should get down and explain the background. I think there is more of this



sort of thing needed at the opening of the shows. I have in mind particularly one show I saw for half an hour and I didn't know what it was; it was a symbolism or something. For us to explain these to the fishermen in Newfoundland is a problem.

THE CHAIRMAN: Mr. Jamieson, on the point you were raising, one of the witnesses we heard privately from the BBC made precisely the same point, and he said minorities in broadcasting must be pretty large to be responded to by the broadcasting organization. There is no vested or other right in a minority to have its interest recognized.

MR. JAMIESON: This is so true especially where you have a one-station system. You are depriving a great many other people of something while that is on. Along the same line, the production people in the CBC or a great many of them, feel this is compromising -- that is the word they use -- with their art, and consequently there is very little receptivity to this approach; I have not in my discussions with them found it. Along the line of not knowing what it is about, there was a case where both Mr. Stirling and I were phoning the station from home wondering what was happening when everything was out of focus. This was an experimental CBC show, and there was no introduction to explain it. Everything was on the bias.

MR. STIRLING: I would be the last one in the world to say we should remove from the CBC the right to have experimental shows. I think they should have



that right; they should encourage it. It is a new development in the technique of television, but it should not be put on in the solid mass audience time. In fairness to them, later on they did this, and they said, "Maybe tonight you should turn off your set"; but it would have been better if it had been Sunday afternoon instead of in the middle of Sunday night.

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The statement has been made across the country so much that you start to believe it, almost, that private stations do not apparently make any attempt to develop live talent. Well, just checking back on where talent comes from. You will find an awful lot of it actually started on private stations, like ourselves. We actually started on television just less than a year ago. We had a couple of people down there who had some talent, but in less than six months they were up in Toronto, knocking on doors, trying to get into the national network. Private stations in small areas will never do anything else but be a stepping stone to the development of talent. You can't hold them there. The minute a girl has got two lines, to walk-on, she has got poise and whang!

THE CHAIRMAN: On this question of developing talent, Mr. Stirling, at least in a tentative way, I'll be prepared to go along with you, that much of the criticism of private station operation has been misconceived in the sense that you were comparing the CBC setup with the private station setup, and it is not basically fair to expect the same performance from the two, but notwithstanding that, is it not still an opportunity which may not have been grasped by the private stations -- I am not thinking of their individual operations, but some form of cooperative operation between private stations ---

MR. STIRLING: Well, there are many



businesses who lose opportunities, goodness knows, but on the other hand, take our example -- we have a case in point. We developed some various local people. Well, the CBC Station in Saint John's has a grant to pay for the development of talent, unsponsored talent, and they will pay maybe \$25 or \$30 for three or four minutes, or whatever the amount is. Well, we don't get a grant, in fact we are paying a licence fee every month, and paying our income tax. We are trying to make money and we haven't got a grant to develop this. If we can sell them, all right, but obviously they will go over where the grant is. This has happened time and time again. We try to develop it, and the minute we do they say, "We want \$25 for this". We say if we can develop you and you show any talent, we can eventually show you on a commercial show. On the other hand, we pay a musical director \$5,000 a year to develop local talent, but the minute we develop it the CBC steps in and says, "We have a grant from the taxpayer; we will give you \$25."

THE CHAIRMAN: I was not really thinking of that kind of problem so much as raising the question as to whether you had fully, as private stations, in collaboration with each other, exploited the opportunities for the production of shows of one kind or another.

MR. JAMIESON: One answer is, Mr. Fowler, the lack of ability to form networks, either on a





permanent or a temporary basis, or for an individual show. Up until quite recently if you couldn't do this it was pretty difficult to cooperate. We had over in the Maritime area, in Eastern Canada, an exchange service amongst stations of locally produced shows on tape, but what you run into, amplifying what Mr. Stirling has said on the CBC payments, is that they can prorate that cost over four or forty or eighty or how ever many stations they wish to use that programme on, in which case a \$40 talent fee is not great. When you must absorb that on a single station, it is something else again.

THE CHAIRMAN: I see. I was really thinking back, though, to your own statement of examples or discussions on television films with which Mr. Stirling began. You have thirty hours on your own station to fill out. Has there been any attempt to produce ---

MR. STIRLING: Just starting, really, sir.

THE CHAIRMAN: --- to produce film programmes by a cooperative production arrangement between a number of private television stations?

MR. STIRLING: There is one answer to that, Mr. Fowler, and that is that with the present network arrangement if you are going to produce this type of Canadian show, obviously it is probably going to be more expensive than the run-of-the-mill show. Therefore it would have to be sold to a sponsor. The sponsor would in turn, I would feel, require to





go on a good time, which is network time. Unless we had more freedom in which to place shows between say the hours of eight and eleven o'clock, I would question whether anybody would want to run the risk of producing a show without being assured a reasonable amount of time.

THE CHAIRMAN: So that what you are saying is the point I thought might be present a moment ago, that the national programme, CBC, tends to preempt the good hours?

MR. STIRLING: Yes, sir, I think I can give you a pretty clear illustration of what we mean. There is a show on the national network which unquestionably is very valuable and very good in certain areas, known as Country Calendar. This is a farm show; it is designed primarily for farmers and gardeners and various people of that sort. Well, in our area I don't suppose in the whole television coverage area there are more than one hundred farmers, perhaps. They are dirt farmers in the sense that it is a straight potato-turnip proposition -- not prairie wheat. We do, however, have a need for a fisheries' show. We have many thousands of fishermen. I made a specific request to the CBC, with an assurance that if we did not have to carry Country Calendar we would produce a fisheries' show in that segment, and the answer we got back was that this is part of a national service and that we were required to carry it, and we got the assurance that



they were going to do something to improve it. Well, as far as I can see there has not been any major contribution to give us anything that is of any interest in our particular area. Now in cases like that the national shows do not necessarily serve the national interest. I feel that there are stations where these things could be dropped to advantage, which would give us more of this time we are speaking about.

THE CHAIRMAN: Well, please go on, Mr. Stirling -- pardon me for interrupting you.

MR. STIRLING: That is perfectly all right, sir, we have been developing these various thoughts. We do feel, however, there is no question about it that the development of this local talent and this film deal -- this cooperative film deal -- still all revolves around the major markets where the advertising people have got to get an outlet; they must have an outlet in the major markets or they won't buy. It comes back every time to that. In the CBC brief it does make mention of the fact that if there were a second station in the major markets, they should present them as part of the national service or part of another national service, at an additional cost of \$1 million, but in the same brief they say the local station provides local regional coverage as well as the network. For instance, we in Newfoundland provide local regional coverage and we carry the national service, so we do both.



Now, in a larger town where there were two stations, one would presumably carry the national service and the other would provide the regional coverage. But if the CBC does both, you have got two national services in some major areas at an additional cost to the taxpayer, and this means the elimination of the honest-to-goodness competition that is needed, this healthy service competition. Well, let the local station in that area produce its own shows.

THE CHAIRMAN: How do you assure this maintenance -- let us assume for the sake of argument that you have a second television station in places where there is a demand and an economic justification for it. I suppose that would be in a relatively small number of cases?

MR. STIRLING: At the present time it would be, sir.

THE CHAIRMAN: Probably five or six in total, throughout Canada. Let us also assume for the sake of argument that this is not the kind of thing that can be set up into a second network, nor would the cost be justified for a second network at public expense. So then, instead of the existing network stations in these same cities where you are assuring, so to speak, the programme level by supplying certain programmes, how do you go about assuring some kind of standard in these second stations? What I am getting at is -- and I think we would all have some doubt as to allowing them to run on nothing but seven-year old American films







or whatever the equivalent is of the disc jockey programme in television -- is this a matter that you deal with by some kind of programme regulation?

MR. STIRLING: I would say absolutely, sir. I would say, thinking of the setup, as Don says, I think it is important to remember that you do not have to say they must produce too many hours.

THE CHAIRMAN: No.



MR. STIRLING: I would say, absolutely, sir. You have the set-up as Don says; I think it is important to remember they do not say they have to produce too many hours, but if you said to them that they have to spend five per cent of your gross on the development of local talent in that area and you have to have a minimum of ten or five or seven hours a week of live programmes, and every year your live programme proof of performance has to be scrutinized by the Board, the regulatory board, whoever they are, to maintain a standard, then you have set into motion -- in the final analysis, sir, it depends a great deal on who gets the licence. I mean, some people will promise everything and deliver nothing, and other groups will promise something and deliver something. It is pretty hard to regulate a public service consciousness.

THE CHAIRMAN: I was really asking you this basic question, and it is a theoretical one, that if you assume that the objective is to have satisfactorily good programmes, and if on the existing network you are attempting to assure this by means of supplying programmes which rightly or wrongly you think are good and up to standard, you then admit that for the second station, if there were such, you would have to approach this not by supplying programmes but regulation methods?

MR. STIRLING: Definitely, because this will create the competition you need.

COMMISSIONER STEWART: Did I understand you to say, Mr. Stirling, that the CBC may have two



private stations in one area who are forced to take their programmes? I am talking about radio now.

MR. STIRLING: Who are forced to take their programmes?

COMMISSIONER STEWART: Yes, I thought I understood you to say that there might be two different stations in the same place having CBC ---

MR. STIRLING: No, they have recommended this, sir, that if the second station were granted in the major markets that the suggestion is made among other things in their brief that they would supply this second station with an hour and a half a day at a cost of \$4 million to \$6 million additional money to the national service. In other words, you would have the two national services in the same town.

THE CHAIRMAN: We do not want to hurry you, and it is nearly one o'clock, and if this is a convenient time I think we will adjourn until two-thirty.

MR. STIRLING: Fine, sir.

---At 12.55 p.m. the hearing adjourned.





---On resuming at 2.30.

THE CHAIRMAN: Yes, Mr. Stirling.

MR. STIRLING: Sir, when we finished we were discussing the national service and the second stations. The problem has come up, and the discussion has come up, as to what constitutes economic possibilities of a second station in the market. Actually, if I may use the simile, it is very much the same as in Newfoundland right now where we have two paper mills; the Bowaters and the A. and D. Company, and we are now in the middle of an evaluation of the number of cords of wood it is possible to obtain from the remaining timber rights to provide a third mill. If they get 600 tons a day, they have got minimum production for a third mill. By the same token any town -- that is, your A contour, your B contour and your C contour -- any town, in our opinion, that has 100,000 television homes in the A contour can provide a second station without taking anything away from the existing station. It is just a simple matter of economics. The unnecessary fear of competition -- it is amazing how a second station does bring in more business. It is a very strange thing how it creates additional new money into the market. I, as a business man and operator of a television and radio station, find it hard to understand why in their memorandum they find it impossible to ascertain the exact amount of money they need. General Motors can ascertain what they need, and can tell you how many cars they expect to sell in 1959. We had to ascertain our cost down to



within 5 or 6 per cent. As far as costing more money for additional sets on the market is concerned, if this was true, then if we produced a show in Newfoundland last September when there were 200 sets on the market, the same show now would cost us \$250,000 because there are 20,000 sets. But it does not cost us another cent, unless we have given somebody a pay increase. How can it? How can you tie in your cost with sets -- as far as the production of the show is concerned, or the cost of the show?

THE CHAIRMAN: I suppose it is only at the early stages of the development of a system that you would have some relationship between the scope today and the scope tomorrow which you might roughly measure by the number of sets.

MR. STIRLING: I do say, sir -- and this may sound like nothing but criticism, and I recognize the fact that they have got a very tough problem. I would not take Mr. Dunton's job if -- I was going to say, if they gave me the CBC; I think I would take it if they gave me the CBC, but I certainly would not take it under the circumstances. He has one of the toughest jobs in the industry, and, as far as I am concerned, he is doing a wonderful job -- underpaid, mind you, but he is doing a wonderful job.

THE CHAIRMAN: You may be getting into one area of agreement here.

MR. STIRLING: It is one of the few places where the CBC are really not spending the money they should. We feel, as we started off in our original





contention, that those things that are not contributing to the national service can be eliminated, and that there is where the costs get out of hand, there is where the costs cannot be budgeted. For example, we in Newfoundland are carrying the national service. We also have local acceptance for our record, as you heard by the tape. Here we are bringing these people in eastern Newfoundland the national service and we are bringing them local coverage, and the only cost to the national system is the provision of these subsidized, public, sustaining shows. Now, what are we not doing that would have been done there if the CBC had spent \$1 million to build a station? What are we not doing that would not be done in Halifax if that station was owned by private enterprise? Are the people in Halifax getting any more than the people of St. John's or Saint John, Moncton or Sydney, or Prince Edward Island? We contend that apart from the production centres, the national service can be carried from coast to coast on private stations. Therefore, in Newfoundland, where you have a good example, you have got four radio stations owned by the CBC carrying a national radio service. Now, you have got four managers, four assistant managers, four chief engineers, an untold number of technicians and announcers, and all the cost and paraphernalia of the maintenance of four stations. If these four stations were leased or sold, and the lessee bought them or leased them on the understanding that he would carry four hours a day of the national service, and the only thing it would then





cost is the provision of the service in Toronto and Montreal, plus the subsidization of the radio line charges. So, you would have your cost nailed. In the meantime, when they are not carrying the national service, those four stations in Newfoundland would provide reasonable coverage by private enterprise which would pay for their operating costs from their operations. I use Newfoundland as an example, but it can be done from coast to coast.

THE CHAIRMAN: May I get one thing straight, Mr. Stirling. I read somewhere, but you can check it immediately, is it true that on your television station you are carrying the full national programme?

MR. STIRLING: Completely, sir.

THE CHAIRMAN: I realize you have not been going very long, and I certainly don't want to get into detail or any private figures, but generally speaking what has been your financial experience in operating your television station? After the initial start up period, which I suppose is a lost period, are you over into the black yet?

MR. STIRLING: We are 2 per cent better than we anticipated. We anticipated getting into the black within six months, and we got into the black a little bit ahead of that.

THE CHAIRMAN: So what it amounts to is that at this moment you are operating your television station, carrying the full national programme, and showing a profit?



MR. STIRLING: Yes sir, it is in direct ratio to the sale of television sets in the area. If you are an advertiser you are not too inclined to want to buy my station if there are only 1,000 sets. Therefore, I am forced to subsidize programming until I build up a demand for sets which in turn has an advertising potentiality to sell your product. When I say we are into the black, this is depreciation. We have got an investment there. We are in a marginal market. Of all the places in Canada, we have the toughest proposition financially and we have done a lot of intermingling of staffs and so on, but as the sets come into the market, with very close budgeting and tight scrutiny of what we are doing, we can make that financially stable, and after a given period we can in turn get a fair return for our investment. There are no worries there.

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THE CHAIRMAN: No, I am just trying to get the broad outlines of this thing -- do you in your actual operation of a station, carrying the full national programme of television, feel satisfied that you can operate that station in Saint John's, Newfoundland, without losing money?

MR. STIRLING: Yes, sir -- I wouldn't have made my application if I wasn't. Yes.

THE CHAIRMAN: Yes. Well, the thing I am leading up to is this, and perhaps you can give me some information about it -- the natural question you ask, if you are going to be able to do this and provide the service which according to the tape you read is apparently satisfactory to the people of your community, is, why is this not possible by a CBC operated station? That is pure station operation.

MR. STIRLING: Yes.

THE CHAIRMAN: And you have given some suggestions to us as to some of the problems and some of the reasons why it is not, but I would like to go on to another question which bears on what you were just saying -- referring again to this evidence which you have not seen, given by Mr. Stanton of the Columbia Broadcasting System; he does make the point, so as to summarize it, and he quotes the background for it, that relatively speaking, television network operations are either not profitable at all or less profitable than station operations. I think he is making the





point that you have to have station operation, owned and operated stations, in the American system if you are going to make broadcast operations pay with the national network.

MR. STIRLING: Sir, does he show a breakdown of what his costs are that are spectaculars? Are they sort of using them as lead programming, like you have a department store or a supermarket operation and you sell sugar at cost so that you can get them into the store and sell them flour and butter?

THE CHAIRMAN: This is like a loss-leader technique, you mean?

MR. STIRLING: Yes.

THE CHAIRMAN: Well, he mentions that as being one of the functions, but he argues that that kind of spectacular has a bearing on the audience that you are getting for the adjacent programmes and the like. I would like to not get off my immediate point. He does quote this figure here that, according to the FCC figures for 1954, which are the latest available, profit before taxes of the four then existing networks, as a percentage of broadcasting revenue, was 2.3 per cent. He goes on to say that 377 independently owned stations included in the FCC figures show a profit before taxes of 18.8 per cent, and then he quotes a number of other even higher levels of gross profit on individual station operations. Now, the real point I am coming to is this, does this not seem to indicate that in the television broadcasting business the network operations are by



their nature the less profitable side of the operation?

MR. STIRLING: Yes.

THE CHAIRMAN: And my question to you arising from what you said just a moment ago, is this, may it not be that we in Canada are in effect giving to the publicly owned system the responsibility for the less profitable side of the operation and leaving to private enterprise, by and large, the more profitable side of the operation? Now, if this is so, is it not a legitimate sort of make-weight if you can bring it in, in the publicly owned system that they should operate their stations in exactly the same way as the private operators operate.

MR. STIRLING: Well, sir, in his profit margin -- first of all, this is the CBS you are speaking about?

THE CHAIRMAN: Yes.

MR. STIRLING: They have no monopoly station, have they -- no market is closed out to them?

THE CHAIRMAN: I think not.

MR. STIRLING: If that was so you might find they would be showing less profit than they are showing now, because they have got competition and they are fighting for it. But this is a side issue of your question. I would say that in Newfoundland, sir, on the suggestion that I offered you, for example, that none of these stations, with the possible exception of one, is paying its way. Of the four



CBC stations in Newfoundland I would like to see the figures, and I would like to analyse the figures, and I would like to say to them, "Now, you are showing a profit on this station, but are you showing a profit because you are writing off some of your bookkeeping charges, and some of your programme charges to Ottawa, or Montreal, or Toronto? Let me see your operation balance sheet for this station", and I think we will find, sir, that not one of these stations, with the possible exception of one, is showing a profit.

THE CHAIRMAN: Well, now, really, that is not my question although I am glad to have your comments. What I am really trying to get at is this, would you agree that speaking generally, in television -- to stick to that -- the network operations are the less profitable side of the business and the side of the operation which is more profitable is the station operation?

MR. STIRLING: Well, sir, never having been on a network operation, I can say this, I know there is many a man who runs a store who is making a very unprofitable operation, which, if you use it as an example, that everything in the grocery business will lose money -- I will take that same business and make money. I would say if you accept the situation from the figures you are being presented, then the network operation is losing money and the stations are making money -- obviously, I mean, from the figures. But





I would say, however, it does not necessarily follow that if they did not have those stations they would not make a lot more money on the network. Now they can afford this ~~loss~~ -- it is the same thing in our case. I can afford to write something off out of my expenses in radio and sink it into the television, during the period where I am trying to build sets in my market -- it is a paper transaction. However, if I owned individual stations, maybe if each one is individually incorporated, to get me down to certain cooperated figures -- I would make the individual station make a bigger profit, because of income tax purposes, than the network, which is under one cooperation figure. You would have to tell me that the 2.3 per cent equals how many dollars, and the 18.8 per cent, individually broken down.

THE CHAIRMAN: Well, it may be in here but we won't stop to go into that right now. I really wanted to get your comments. Also bearing on your suggestion, which I thought you were making, that by and large, the CBC should stay out of station operations and confine itself to network programme production --

MR. STIRLING: Pardon me, sir. If we were going to subsidize, as I think it has to be subsidized -- the national service -- after all, what is the difference? If the private enterpriser has a station in the Montreal area, and if he is making a profit and paying a lot of his profit



back into taxes, which in turn will find its way into the national system -- well, what is the difference? It is only on paper, so you let them make a profit, probably not as efficiently in that town; whereas the private enterpriser could have made a profit, carried the same service, and paid his money back in taxes. But most important, they would have had the efficiency provided by private enterprise operating it. In fairness to the CBC network -- for instance I know that we go on the air on Christmas Day at eight o'clock or nine o'clock in the morning with television, because we feel the kiddies are around the home and probably many people have bought their first television set, and they do not want to wait until four o'clock on Christmas Day or the next day to see television. They want to see it and they want to sit around their homes and see it. But the initiative is with us to put it on in the morning. Frankly, if I were working for the CBC I honestly doubt if I would put it on. I am on a salary. What would I gain by putting it on? If I stayed with them for twenty years I could get into a different bracket -- if I stayed with them for forty years I would end up with a pension. The incentive of free enterprise is there for increasing the programmes -- you can't stimulate it by any other artificial way that I know of.



COMMISSIONER STEWART: I think you said there are four CBC stations in Newfoundland?

MR. STIRLING: Yes.

COMMISSIONER STEWART: And that your station carries full CBC service?

MR. STIRLING: This is television service, there are four radio stations, there are no CBC television stations in Newfound.

COMMISSIONER STEWART: You do not carry the full CBC service in radio?

MR. STIRLING: We do not carry any of it.

MR. JAMIESON: I think there is an interesting point in connection with these four radio stations in that they existed before Confederation and as such they were probably reasonably essential at that time particularly since there was no private station license being granted. At this time I think it is perfectly obvious that today their value has diminished substantially but it seems to be one of the problems of the system once you get anything going it is difficult to do anything about it. I believe there is a more efficient way of radio programming in Newfoundland today but as Mr. Stirling says, you have a certain number of employees and so on, and if you want to get rid of them what can they do except take a very heavy hand.

THE CHAIRMAN: It is difficult.

MR. STIRLING: But in Canada's development, there were times when you could not get four individual people to buy or lease these stations but we are a







growing nation, things are changing, everything changes, our tastes change, the way of life changes and is going to change and that is what has happened to us. We are now ready for the next direction on radio and television in the province, in our opinion.

MR. JAMIESON: I was going to say to Mr. Fowler, because obviously it comes up so repeatedly, your references to American networks. I am unable to say anything specific on this but I wonder if there is a truly legitimate basis for comparison? You have an entirely different set-up, they are all private networks in the States, they do not have the obligations of the CBC except in terms of private responsibility and as to whether there is anything of a real basis for it, you may be led down the garden path by thinking that way.

THE CHAIRMAN: I know we must be very careful in applying the American experience but I think we would be negligent if we did not take a look at it.

MR. STIRLING: I do think if it is impracticable because of many reasons, it is not possible for them to sell or lease the existing CBC stations then let them reorganize their entire cost accounting system so that each individual CBC station, whether radio or television, is broken down and operated as a self-contained unit so you can weed out inefficiency and put your finger right on costs and then look at a balance sheet and I can tell where I have a bad manager in Canada. You would nail your source of hidden costs that now take place if everyone with their station on a budget, freeze them, they should have no more but put each one



on a budget and then you have got your costs stabilized and you can also weed out inefficiency.

THE CHAIRMAN: You are getting ahead of our inquiry because we have not got to the financial analysis yet but we will certainly get into that.

MR. STIRLING: We also make the recommendation that as the Dominion radio network exists with one station and all the rest are private stations and as the idea of two radio networks was set up to have two operating services although the Dominion network never came into Newfoundland, now that you have a network of television coast to coast and two radio networks are finding it difficult to be maintained, you should bend your efforts towards looking after the trans-Canada network. Sell your Dominion station, consolidate all your work on one good network so you have one strong radio network with a very aggressive salesman and one strong network can be a very important thing as part of Canada. You would have one good network instead of two that are mighty shaky.

MR. COYNE: When you say "shaky", you are referring to it from the commercial point of view, it is shaky commercially, not necessarily shaky from the programming point of view?

MR. STIRLING: I would say that right now it is shaky from the programming point of view in so far as more attention is being paid to television. I think it should be strong commercially if it is possible to make it strong commercially but strong from a programming point of view too. You need it





and it is essential that one is made strong. If it is the decision to go after more commercial programmes then by all means do so. I am not suggesting frankly that the network because it is not strong commercially is weak, maybe that is not the way we are going and I say it should be strong, rather than have two programmes with a certain waste of effort, consolidated into one good network.

MR. COYNE: So, when you are referring to it as being shaky you are referring it to programming as well as commercial revenue?

MR. STIRLING: Yes.

MR. JAMIESON: I think if you take the percentage of listeners as a yardstick, I think it is shaky too as to public acceptance.

MR. STIRLING: The statement has been made in the CBC memorandum that when a station gets more lucrative other than on commercial programmes they are inclined to drop CBC programmes and, therefore, they need their own stations to maintain a continuation of the CBC service. But, the regulations say that you carry 12 hours a week or if you do not you lose your license. I hesitate to say there will be one man in this country who owns or operates a television station who will not follow the regulations. Our whole life is governed by the regulations.

THE CHAIRMAN: In the Dominion Network I am right in thinking there is only one CBC station?

MR. STIRLING: In Toronto, it is the





originating station.

THE CHAIRMAN: Have you any knowledge as to the general national coverage that is given by the trans-Canada network or is that outside your knowledge?

MR. STIRLING: It comes into Newfoundland, maybe Don would like to elaborate on that.

MR. JAMIESON: I think both radio networks on the trans-Canada, as I understand it, is for the most part, if you like, national service, if you want to make that distinction. To my knowledge it does run from coast to coast in all ten provinces.

THE CHAIRMAN: The point of my question is, if you are going to have a national radio service then you need to have either by one network or by two networks an adequate national coverage.

MR. JAMIESON: I think they are doing a fair job. I was going to say that the word "network" has many connotations for different people. I visualize it in one way that it could work out quite successfully assuming it is there as a link between a chain of stations, that will provide national coverage. It does not make too much sense to me to have a national network in radio, for instance, operating all these stations to play the identical music that is being played by the private stations across the country so, in fact, duplicating the service. In talking in terms of public service I see no reason why you could not have a service joined together from coast to coast of genuine value and I feel the same thing is true in television. There are going to be more and



more programmes which are going to have to be provided on the national system.

THE CHAIRMAN: Let us take a few examples whether you agree with them or not does not matter, they are only examples; perhaps for Canada it would be a good idea to have a national news service, perhaps for Canada it is a good idea to have a programme of the calibre of CBC Wednesday night; perhaps we ought to have some forum discussions as part of the national service, perhaps we ought to have some good music. Just take those as examples apart altogether from something that you use if you want to use it. Would you not agree that that kind of content in programming is something that ought to be there all the time? Now, admittedly that might not occupy the full broadcasting period and admittedly you may have a lot of periods in the day when you have to fill it in.

MR. JAMIESON: I think this gets to the very bed rock. The CBC has a very definite obligation to present its programmes and national news and so on, they have one at 8 o'clock and another at 10 o'clock, to use a hypothetical example and in between there is a two-hour period. In that period something has to be put over the network if the network is going to be maintained as an effective thing so the CBC is obliged to present a very large high cost light type of entertainment which, as I have said, in many cases can be done equally well if not better by



individual stations. If you have the CBC as a programming centre, whatever variations of that may develop are not important and they can then concentrate on the things that are of national value without adding to this tremendous burden which, as I say, will be greater if they have to go on from 10 o'clock in the morning and all day long. Why not have the private stations as a part of the network fill in these times and if there is one of these forums or national newscasts and all those things including drama and music they would relieve the CBC of the responsibility for providing so-called light entertainment.

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THE CHAIRMAN: Yes, but let us assume that: what do you do with the period between 8 and 10? You use it commercially, don't you?

MR. JAMIESON: I think also that there is a greater element of responsibility amongst most of these reputable people, and I believe that given that responsibility there will be a greater inclination to live up to it, and we will have more time to do the type of development of local talent we have been speaking of.

THE CHAIRMAN: Yes, but nevertheless you will expect to operate between that period of 8 and 10?

MR. STIRLING: Commercially, yes.

THE CHAIRMAN: And at the end of the year show a profit.

MR. STIRLING: Yes.

THE CHAIRMAN: If you can't do it why can't the CBC do it and show a profit, which will reduce the overall cost to the country in their own stations?

MR. STIRLING: Why can't my competitor in Newfoundland, who had a monopoly for 17 years -- why could he come up in front of the Board of Governors and show his books and prove conclusively, in his opinion, that he could not make money if there was a second station, and afterwards he makes twice as much money?

THE CHAIRMAN: All that proves is that there may be inefficiency in private stations as well as in public stations.



MR. STIRLING: Exactly, sir, and I think it is difficult for Mr. Dunton or anybody else to operate. One of the things, for instance, in our town it takes an awful lot of sales ability to go out and make the difference between profit and loss. We will cook up a very unusual idea and go to a department store and sell it. It may take time. For instance, every school child in Newfoundland at the beginning of the school season gets a scribbler, and on the back of the scribbler there is the name of every show the child may be interested in. Also on the copybook there is a picture so that they can tell their mothers about it, and on the front there is a symbol of Newfoundland which they can colour and send in and get books or a Hercules bicycle. This is part of the promotion in the selling. I go to a department store and say, "Your name will be listed on the cover. We will can lobster, with your name on it", and so on. It would not be fair to expect an operator of a CBC station to do these things; he can't do it. In a market like Newfoundland I don't care who they put down there in charge of the CBC, they can't put a man down there who can compete with us unless he is in private enterprise for his own gain.

MR. JAMIESON: You can imagine the public reaction if the CBC was suddenly to start doing this sort of thing. There would be a great deal of complaint about losing money.

THE CHAIRMAN: There is now, and they may





try this now and get more complaints.

MR. STIRLING: I am going to file with the Commission this brochure showing the way we do build a show -- everything from balloons for kiddies -- I need not elaborate on it as it is quite lengthy. This is one of the market surveys we do so we can develop. If we can prove to a man the potentialities of Newfoundland are to sell 500 pounds of coffee and he has never been into the Newfoundland market before, if we can prove it, we can bring him into buying the Newfoundland market. It is a lot of work, and how can a subsidized or Crown corporation get into this sort of money making operation?

THE CHAIRMAN: I take it you don't think they can.

MR. STIRLING: Well, I don't think they could hire me to work for them, to do it for them, or any other private enterpriser, frankly. I think, getting back to the private stations, by the same token of promoting the national programmes, I think the private stations by promoting the programmes with billboards and signs can actually build audience for the national service, whereas you can't expect the CBC to go out and put up billboards and signs in buses. This is why the private stations across the country can build a national audience for the national programmes, through this promotion. The statement has been made in the CBC memorandum, or a suggestion has been made, or it has been made somewhere, that because everybody in





Canada has not got television, has not got a station, there should not be two stations until everybody has got a station. In Newfoundland today, if that same theory had been carried on, we would not be here today because there would only be one radio station. In fact, there is only 7 per cent more coverage in radio today in Newfoundland than there is national television coverage. When we went on the air the other station used to come on the air at 10 o'clock in the morning, off at 2 o'clock, on at 6 and off at 10. We went on for 18 hours, and the other station had to do it the next day. The statement is made that we have 80 per cent coverage of television in Canada, and therefore there should not be any second station until it is 90 or 95. If that is true there would not be any television stations in the United States because in the north-east there is only 72 per cent coverage, and in the north-central there is only 78.5, and in the south 61.5, and in the west 66 per cent coverage.

THE CHAIRMAN: I think, in fairness, that was not what the CBC said. I think they said that we have 80 per cent now. If we are to expand second stations by a public cost -- which you suggest they need not undertake -- they say if we do it at public cost then we will necessarily have to slow up because of inadequate financing in extensions of the coverage that do not now have it. That is somewhat different from the point you are making.

MR. STIRLING: Yes, but didn't they say --



didn't someone say before the Commission, why should there be a second station in any market until everybody had television?

THE CHAIRMAN: No, I don't think so. I took it they were saying that if you have to make a choice of public cost as between giving second coverage in some centres before you give first coverage in others, whether it would be better to give the first coverage preference for the public dollar.

MR. STIRLING: I think that is the point, but we are getting down to the extremes: if we were to provide the Newfoundlanders in White Bay with television, they would much rather have fishermen's insurance or rather have a bathtub in the house.

THE CHAIRMAN: Well, there is some debate about that.

MR. STIRLING: He is going to get insurance on the first of April. They make the statement that they lose \$4 to \$6 million if second stations are granted in the metropolitan areas. This is a judgment of a supposition, obviously. Who knows the answer to that one, that aggressive selling on the part of the new station could not bring in new money. For example, based on the CBC's economic judgment -- this is an economic judgment that they would lose \$4 to \$6 million on second stations -- we applied for a radio license in Newfoundland in 1949 and we were told it was economically impossible to put a second station in St. John's; so, we went back to Newfoundland, and we came back to the next hearings and we were told in 1950



it was economically impossible. So, we came back in 1951, and whether they got fed up of seeing us or whether they wanted to teach us an economic lesson I don't know, but we finally got a license. The result was that in one year we doubled our staff, and the private station was making more money because 90 per cent of our revenue was brand new money; we brought in people who had never been in the market before.





An indication of what can be done is the telephone directory -- the yellow pages of the telephone directory in Toronto, which I understand sold over \$4 million worth of advertising this year by aggressive selling. I know that the New York Times salesman told me he went out the other day and he sold one-quarter million dollars' worth for the New York Times. Aggressive selling can make up the difference and brand new money can make up the difference, and of course the Association of Advertisers has said already that there is additional money. I think that one of the difficult things, and again it is unfair criticism because the CBC can't very well have a salesman who is paid five per cent commission as with CBS or the NBC, or they would end up having a salesman making more money than the Prime Minister. However, an aggressive sales commission deal on the national service would more than make up this kind of money, if they lost anything at all, which I doubt. I think they would bring more money into the market. I know that we have enough business in Newfoundland for a second station, although they decided there wasn't. There is enough business there for a television station now, which would cost five or ten times as much, so obviously their economic judgment must have been somewhat less than perfect.

THE CHAIRMAN: I suppose the same would be true of the economic judgment of your



private competitor in Newfoundland at the time.

MR. STIRLING: His economic judgment, sir, was mirrored somewhat by his decision to maintain a monopolistic situation. I think that the proof has been shown in Newfoundland that, in radio certainly, and it is the same in other places, that you do not have to fear the American competition. We have an American station down there with all the American programmes. They have never managed to get <sup>more than</sup> three or four per cent of the market. They had eighteen hours a day for CBS and NBC and Mutual shows, no commercial, but they don't get more than three to four per cent of the market. I think an indication of how much more money is available for television is the fact that in the States they have 3.5 dollars per head for television, whereas in Canada television now is still around 2.11 per cent, so in proportion to the spending on television Canada is still pretty low. Additional money is available here. We think that the real danger to the national system, quite frankly, is not the second stations. We think the real danger to the national system is the addition by the CBC of small uneconomical markets to the national system. For instance, if the Ford Motor Company wants to buy Eastern Canada -- the Atlantic region -- of the network, they have to buy six stations, reaching eight per cent of the retail sales of Canada. for \$1,430; but if they want to buy British Columbia, they buy two stations and they reach 13 per cent of



the retail sales of Canada for \$789. Now, you add additional stations in the Maritimes at the present time and you will make it an economic white elephant and you will destroy the national service. Obviously there are quite a few places that should still have television, and we say the answer to this one is, allow the private stations to apply for booster stations. We are making application to the next Board of Governors for a booster station -- a small satellite station -- to throw out picture into an area with seven or eight or nine thousand people.

THE CHAIRMAN: Is this something which is sometimes called a relay station?

MR. JAMIESON: It is the same basic thing.

MR. STIRLING: A satellite station.

MR. JAMIESON: Yes.

THE CHAIRMAN: But the same basic technique; is that correct?

MR. JAMIESON: Yes, it is a self-operating station which requires only one maintenance man and the picture goes in on one channel and comes out on another.

MR. STIRLING: So we in turn give additional coverage for television with no more additional stations being added to the national service. If the national service is maintained strong, it is a good advertising buy, and the CBC will never have to worry, but if we weaken it





that is something else. Right now the national sponsor is forced to buy every station within ninety days after it is added to the network, and if they keep adding little tiny stations then we will destroy the national service.

THE CHAIRMAN: This is the television service you are talking about?

MR. STIRLING: Yes, the television service because radio is stabilized, but TV will be destroyed. It may be well that in some small towns where a group of people think we can put up a station here, we can have a station, there is nothing wrong with that if they honestly think it is economically sound to put a station there. There is nothing wrong with their getting a station licence, but the CBC should not be forced to add them automatically to the network. They should become secondary stations. If the national sponsor wants to buy that he can buy it, but he does not have to buy it if he does not want to, and the CBC, if the Commission so desires, could make available to them sustaining national shows, but they wouldn't get the commercial shows, or they would get the commercial shows and wouldn't get paid for them. For instance, we are going to get the World Series in Newfoundland. The Gillette Company doesn't want to buy Newfoundland because it is non-connecting, so they said, "We will make available to you the World Series but you have to carry it free", so we are going to carry it because we want



it for our viewers. If these little tiny stations were granted these opportunities they could be given the choice of secondary stations -- they could be added to the network if the advertiser wants to buy them, but basically it would not destroy the national network, which is the real danger to the national service from coast to coast. If the network with the aid of booster stations for the private stations is allowed and if the network has about 87 per cent or 80 per cent coverage of Canada from coast to coast, this will always be a very sound advertising buy and they don't need to worry about second stations, but if they weaken the situation, then you have to buy about sixty-two stations to get ninety-one per cent coverage at a cost of seven times what you could buy Vancouver, Winnipeg, Toronto, Montreal, and you will destroy the national service because it is no longer economical, unless you are willing to subsidize it completely.

We think, as far as this regulatory board is concerned, that it would improve and strengthen the CBC itself. If you make a Board of Directors of the CBC from the head of each department and those directors, under the chairman, sit down and control and manage the problems of the CBC national service, you will have a strong organization; at least everybody will know what everybody else is doing, and there will not be the gulf between the CBC at the present time and a Board of Governors which only sits seven or eight times a year. How



can you really know what is going on?

THE CHAIRMAN: May I just clarify this. In your memorandum, Mr. Stirling, you use the words "self-regulatory board". You are talking now of a board of directors or a board of management within the operating system of the CBC?

MR. STIRLING: Of the CBC.

THE CHAIRMAN: Of the CBC itself?

MR. STIRLING: Yes.

THE CHAIRMAN: Which would be analagous to a company board of directors?

MR. STIRLING: Exactly.

THE CHAIRMAN: Made up in large measure of employees of the Corporation?

MR. STIRLING: The heads of the departments.

THE CHAIRMAN: Yes, and then I took it from your memorandum that your contention was that the Board of Governors would then become more properly a regulatory board for radio and television in Canada?

MR. STIRLING: Over both.

COMMISSIONER STEWART: Yes, but if you are going to have a board of directors made up of the executive officers of the CBC, they are put in in effect as directors to direct themselves.

MR. STIRLING: That is right, that is what they should direct -- who else should they direct?

COMMISSIONER STEWART: Well, what is





the use of a board of governors at all -- they might as well have none as long as they are only going to direct themselves?

MR. STIRLING: Oh, no, no, sir. The directors direct the management of the CBC -- the Board of Governors become a self-regulatory board.

THE CHAIRMAN: You mean an independent regulatory board?

MR. STIRLING: Yes, an independent regulatory board.

THE CHAIRMAN: In other words your proposal then is perhaps a substitution for the suggestion of a separate regulatory body, and it is this, that you should create a greater degree of independence than in the present Board of Governors' setup which we have?

MR. STIRLING: Well, it still could be a self-regulatory board, could it not, sir? It could be an evolutionary thing instead of a revolutionary thing.

THE CHAIRMAN: Yes, but I want to be clear as to what your proposal is. I take it that you are suggesting that management's direction of the CBC should be vested in what would amount to an internal board of directors?

MR. STIRLING: Certainly.

THE CHAIRMAN: Made up of employees and officers of the CBC's operating staff?

MR. STIRLING: With their officials, yes.

THE CHAIRMAN: Then you perhaps think there



should still be a board of governors -- call it whatever name you like -- which would be charged with the responsibility of regulating broadcasting in Canada for both the CBC and the private stations -- is that correct?

MR. STIRLING: Yes, sir, but no longer to be just an offshoot of the CBC. This becomes a separate board to which may be referred such things as when the CBC might have a bad show that they wished to investigate, when they may call a representatives of the directors to them, and if we have a problem we can also refer to them, if you follow me. Also of course you have eliminated, presumably, the local CBC stations in the regions and you no longer have competition on the local level because they are out of the broadcasting picture -- or the actual ownership of stations.

THE CHAIRMAN: Supposing they don't get out?

MR. STIRLING: Well, each one has been tightly budgeted and it can still stay with the board of directors of the CBC.

THE CHAIRMAN: But am I clear that in effect this is your amendment to the proposal for a separate regulatory body?

MR. STIRLING: Well, I do not consider it an amendment, sir, but I think it is basically the same, is it not?

THE CHAIRMAN: Well, except as I understand it, a proposal for the separate regulatory



body involves the concept that you would have a board of broadcasting commissioners -- call it whatever you like -- with the responsibility for regulations for both public and private broadcasting, and you would also have a similarly constituted board of governors of the CBC to act as its directors.

MR. STIRLING: Yes, this would eliminate the Board of Governors.

THE CHAIRMAN: Yes.

MR. STIRLING: And after all -- what could they contribute?

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THE CHAIRMAN: So it would mean that the present Board of Governors, perhaps differently constituted, would become the governing regulatory body but you would not have two such different bodies?

MR. STIRLING: No, sir.

MR. JAMIESON: I think it is important, too, in that event, that this overall supervisory board should have more full-time personnel, or at least, more people who are closely related to the industry or have some experience in it. If a group of this kind had to decide both CBC and private things they would need to be pretty authoritative.

THE CHAIRMAN: That is an argument you could make for the present Board of Governors, they are theoretically supposed to be responsible for both private and public broadcasts.

MR. JAMIESON: The present Board of Governors are a very able group of men with sound judgment, but a man who lives in Newfoundland, who is five or six times a year in Ottawa, is scarcely, by his own admission, competent to judge some of the problems before him.

MR. STIRLING: How can you? The only other thing we have to say is, we say it is basically a philosophy, it is free enterprise, and we think Canada will become a greater country through free enterprise. What is there to fear but your own inefficiency?



THE CHAIRMAN: Well, let me ask you just one question on that: assuming that you are going to have a public-owned broadcasting operation and that that operation is going to have a commercial content, do you think that that competition by that publicly-owned organization should be vigorous competition?

MR. STIRLING: Well, sir, it will have to be competition because the Corporation will compete for national business, the regional stations will look for regional business, will they not?

THE CHAIRMAN: Let me put the question specifically. At the present time the CBC radio stations do not compete for local advertising?

MR. STIRLING: No.

THE CHAIRMAN: You say you believe in free enterprise and in vigorous competition; do you think they should compete for local advertising?

MR. STIRLING: Yes, but I do not see why I should pay my taxes and then have people come and knock me over the head with them, and that is exactly what they are doing.

THE CHAIRMAN: They are not doing it now.

MR. STIRLING: No, but why do they need a station in Saint John's to compete for local advertising? Now I can turn on the station in Gander and they say, "Now, we present Rambling at Gander", and they give you twenty-five minutes of records. All we are doing is paying the taxes so they can compete. I say they should not be in business on the local level; let them compete



for business to provide a better national service but not come down to Newfoundland and pay somebody to do a twenty or thirty-minute broadcast and tell that chap if he appears on my station he will never get on theirs, which they have done. In fairness to them, these are local problems, it is not national. However, it is inevitable. You cannot have a chap in charge of a thing with a Crown corporation with a grant and expect to have anything but a certain amount of unfair competition at the local level. How can you? He should be out of business, the station should be carrying the national service, and if it is not it should be operating as a private station.

THE CHAIRMAN: But if you are going to have CBC stations -- let us talk about radio for the moment, and if you believe in free enterprise and the virtues of competition, then why should not that station compete for revenues in the hope that they would earn a profit, and if they earn a profit thereby reduce the drain on the public treasury?

MR. STIRLING: But is that free enterprise? Is it free enterprise to subsidize a government department? It is like letting a government produce a newspaper and they can sell it a lot cheaper than I can because they do not have to pay for the paper in the first place.

THE CHAIRMAN: Oh, they would have to pay for the paper.

MR. STIRLING: I am quite sure they would,







sir. But we are paying a tax now, each month we are paying a tax to the Department of Transport, we are paying our income tax, and none of those things are being done by the CBC stations, so how in the world can we compete in the free enterprise world when they do not have to pay any income tax, or any of our fees. Now you are saying, "Put him down there and offer a \$2 or a 50-cent spot to a department store", so I cannot pay my tax. This is not the free enterprise system.

MR. JAMIESON: I think if the CBC was to get into the type of operation that you are speaking of, it might be carried on for an experimental period, it would make them a lot more sympathetic to some of the problems of private broadcasters in terms of regulations.

THE CHAIRMAN: I really was not making any suggestion, I was figuring out if this was the explanation of what you are saying.

MR. STIRLING: If you analyse their costs and set their selling costs at a reasonable figure it could be analysed and broken down and you could go out and sell spots at Y dollars and that will show a slight profit. Then, let them by all means cooperate and we will knock their heads off.

THE CHAIRMAN: That was precisely my question, I did not phrase it well; I was really accepting, for this question, the suggestion that these stations should be put on a straight business



operational basis.

MR. STIRLING: But it should be just that, though, sir, there is no hidden subsidization to compete against you.

MR. JAMIESON: Similarly I would say, sir, if that developed then certainly there would be no justification for the retention of CBC monopoly at any time. If they are going to be put on a competitive basis they should have to experience the same kind of competition themselves.

THE CHAIRMAN: I think that could be included in the question, yes.

COMMISSIONER STEWART: Am I correct in thinking that CBC does take local advertising for TV?

MR. STIRLING: Oh, yes, sir.

COMMISSIONER STEWART: It is only in the radio that they take network.

MR. STIRLING: I believe in Toronto, for instance, the CBC station takes spot business.

COMMISSIONER STEWART: I think you are right there.

MR. JAMIESON: There are certain separate and peculiar situations. They have, for example, in our province, because of the prior confederation, the only one in Canada, the CBC station has sponsored newscasts.

MR. STIRLING: Which in fairness to them they have been allowed to continue, and rightly so. But, they do sell regional spots in Newfoundland



and in Saint John's; I think in Cornerbrook you can buy spots.

COMMISSIONER STEWART: In radio?

MR. STIRLING: Yes. In Halifax I know you can buy local spots in television and in Toronto you can buy local spots on their radio, but generally speaking on radio they stick to national advertising while in television they can take local advertising.

MR. JAMIESON: I think the answer in a nutshell is that in those markets where they operate television there is no competition in television so they feel free to do so.

MR. STIRLING: Although they generally stick to national advertising in radio and do not compete with us in radio; they still compete with us because they take the national business.

COMMISSIONER STEWART: I realize that.

MR. COYNE: Looking at it from a point of view, on the same line of questioning, from the point of view of the general taxpayer of Canada who pays the CBC deficit rather than from the point of view of the station operator, why in principle should not the CBC go in and undercut the private operator to any extent they wish if that is going to derive additional revenue to the national system and thereby reduce the burden on the general taxpayer? It may be hard on the private station operator, for one of 186 or 206 individuals in the country but from the point of view of the general taxpayer they have reduced





the burden of the CBC deficit and if it reduces the CBC deficit which he has to bear, what is the objection to it from the point of view of the general taxpayer and the public interest?



MR. STIRLING: If you do that, Mr. Coyne, why not let the government subsidize every business man? Why let me waste 18 cents a tin on beans when they can open a shop and I can buy them for 12. You can subsidize and put out of business every free enterprise --

MR. COYNE: I suppose the answer -- I am just speculating on that -- the answer to that would be that this is not just an ordinary business, that this is providing a broadcasting service which the citizens of Canada want. They don't regard the manufacture of beans as the provision of a service for which they are prepared to see tax money expended. In the case of broadcasting the proposition might be put that it is a service which the taxpayers want to have provided to them out of taxes but out of as few taxes as is necessary in order to provide the service.

MR. STIRLING: For instance, in Newfoundland we have about 70 per cent of the total listeners who are listening to nothing but us. Now, they are not interested in providing anything for the other stations they are not listening to, are they?

MR. COYNE: I don't know. I am not sure that that is necessarily so. I may listen to a station other than the CBC for 70, 80 or even 90 per cent of the time, but I am still anxious to have the CBC station for the other 10 per cent.

MR. STIRLING: Yes, but if you eliminate it by unfair competition, if you eliminate the private



station --

MR. COYNE: I don't think you can carry it to the point of eliminating them.

MR. STIRLING: How would you stop?

MR. COYNE: That would presumably be up to the CBC.

MR. JAMIESON: Wouldn't the CBC with the same Board of Governors that is running the CBC network scarcely be a group to which to appeal in order to stop what possibly may be unfair competition?

MR. COYNE: Well, I am not suggesting for the moment -- and this is for the purpose of eliciting your views on the point -- I am not suggesting for the moment that it might not be unfair to you fellows.

MR. STIRLING: We don't have to compete at the local level with the CBC station, but the first thing we would do if we did have to cut our cost -- for instance, we subsidize the wages of a musical director at \$5,000 a year, we give away musical scholarships, we give an hour and a half live television show in order to develop community support. We would eliminate all those things, and when you get down -- we could bring our costs down so we could give them more competition. I know I could operate more efficiently so that no matter where they brought their costs down, within reason, they could never hurt me.

MR. COYNE: Your answer to that would be, of course, that in that way the actual service to the public would be reduced?





MR. STIRLING: Certainly.

MR. JAMIESON: There is another point on Mr. Coyne's comment that is certainly worth some discussion with regard to this general assumption that radio or television as a business is different. There is a concession that there are certain things about it that are different, but you can carry it to extremes and to the point where it does get into the kind of box and the problems we are facing today. I don't think it needs to be that much different.

THE CHAIRMAN: That leads me to my final question. We are very grateful to you, as I said at the opening, for coming and also we are more grateful to you now that we have heard you, Mr. Stirling and Mr. Jamieson. But you have a very interesting example in Newfoundland, the way the thing came about. I don't want to ask any unfair questions, and if this sounds unfair to you, say so. You have got your radio station and your television station, and I am interested in your motives. What did you go into this business for?

MR. STIRLING: To make money.

THE CHAIRMAN: Only?

MR. STIRLING: No, but that is the major point. You have to like your business, that is fundamental. What challenge is there if you don't make money? We are in the business to make money. Basically, there has to be something in this life. Some people like power, some people like luxury, some people want to



make money, some people get a kick out of doing nothing and would rather just go down and pick up cocoanuts. I like to think I can come back to Newfoundland and run an efficient radio operation. When television came up it was a real new challenge. If we could make a go in a marginal market, it was a real challenge, and we went into it to make money, because if we didn't make money --

THE CHAIRMAN: Aren't you being unfair to yourself?

MR. STIRLING: I am being honest as I can be.

THE CHAIRMAN: Oh no, I am saying aren't you being unfair to yourself? You just said you went into this because there was a challenge, and because this was a new opportunity.

MR. STIRLING: A challenge to try to make money -- to make it pay. I could give you a lot of things about humanity, and so on, but basically it is to make money. It is not the only reason. I could have gone into other things and made more money, possibly, sir. I could have stayed in the States and made a lot more money, possibly, rather than go back to Newfoundland where I can't see across the street most of the time.

MR. COYNE: If you take the aspect of the public service again to justify your position that the public is served if you make money.

MR. STIRLING: Certainly, they would be having a bad service if I was losing money.





MR. JAMIESON: I think the fundamental thing, as a final comment, is this, and it seems to be general across the country amongst a fair number of people, the assumption that because the private broadcaster makes no bones about the fact that he is in the business to make money that, therefore, for some unexplainable reason he is a menace to society. In other words, they sort of feel -- not necessarily the Commission -- but a lot of people who think making money out of radio and television is not the thing to do. Surely, it has been proven over and over again that those stations which are the most profitable and successful are the ones most listened to, and must be providing relatively good service. I think Mr. Stirling has over-simplified the matter, and I think he has done it in the way we have both tried, that is, to be basically honest in this presentation. There is more to it than that, though. We have a new province in Newfoundland; it is a part of Canada. We, incidentally, were both opposed to confederation. We won't go into the reasons why; we were not anti-Canadian. It was the manner in which it was done. But now that we are a part of Canada, I believe that we can stand back, as it were, and look at the thing a little bit more objectively than most. We haven't grown up in a Canadian atmosphere, and, being able to do that, I can see from a cross-country trip that I have just made the necessity for a good, sound, strong service, and I am in the business not only to make money, but also because it gives us a tremendous outlet and an opportunity to do things for the people of our





province, and through them for the people of Canada in general. It is just like anybody running a newspaper or a pulp and paper industry, if Mr. Fowler will excuse the expression, because you have to, obviously; you are doing a worth while service. When you employ loggers, when you employ type setters, you are doing it, but is there any newspaper publisher in the country who won't confess he is anxious to make some money out of it?

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THE CHAIRMAN: Mr. Jamieson, my whole point in raising the question is that it seems to me we all admit that on any private station operation the objective of making money is sine qua non. You must have it or you are going to have to stop sooner or later unless you happen to be very wealthy, but it seems to me that the motive of making money gets too much emphasis and the other legitimate motivations do not get enough. I am a lawyer but I went into law expecting to make a living, I also went into law because I love practising law.

MR. STIRLING: Yes, sir; well that is why we went into the television and radio business because we love the television and radio business, and we feel the challenge of the business, but then when somebody puts this question to you point blank and you give them everything else but making money, and they look at you with a jaundiced eye, the fact that you may have humanitarian instincts but they don't believe it -- well, who cares?

THE CHAIRMAN: Well, I think in one way or another we have added the various ingredients in this.

MR. JAMIESON: The final point, sir, that I would like to put to you is this: I honestly feel that on behalf of the private people with whom I have associated in the broadcasting industry, they are being sold short. The service that private stations are providing in this country has to be localized because of the lack of any



connection. You go across Canada and you hear people in the west giving hog prices, wheat prices, and in our case, the fishery reports; well, frankly, I don't think the fisherman in Newfoundland is any the less helped by the weather forecast in Newfoundland because it is brought in by Colonial Cordage or whether it is subsidized to the tune of \$18 out of the national treasury. The broadcasters in this country are not getting in many respects the recognition they deserve and if they were given a chance to get it nationally, I am sure they would live up to it in the same manner as they are locally.

THE CHAIRMAN: Do you mean they are sold short or they are selling themselves short?

MR. JAMIESON: Well, I think selling themselves -- the radio and television has been selling everything in the world except radio and television.

MR. STIRLING: In conclusion, sir, we would like to say that we wish the people of Newfoundland, everybody in Newfoundland, could see our show and see the picture we send out and hear the job we are doing. We won't make any more money, possibly, because it is a very marginal market, by extending our coverage and by putting in this booster to cover five or six thousand people. It is not going to sell more than eight or nine hundred sets, and you have got to sell ten thousand more sets before you get an increase in your rate card, but it is a lot more





satisfying to do a good television show and to know that the maximum number of Newfoundlanders are seeing it and know the job that you are doing, rather than to know that because of present restrictions you can't get entry, you can't hook up with a private station in Grand Falls or Cornerbrook and many other places so they can see the job you are doing. It is a frustrating thing.

MR. COYNE: I think those are all the points I had in mind, sir.

THE CHAIRMAN: Well, I want to thank you again. It has been a very interesting discussion we have had and I hope you have understood our questioning and the purpose of it.

MR. STIRLING: Yes, thank you, sir.

THE CHAIRMAN: Thank you again for making the long trip and for the help you have given us.

MR. STIRLING: Thank you for the opportunity to give our impressions, sir.

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11 septembre 1956

Mémoire de

L'Association des Hebdomadaires de langue française  
du Canada

Comparutions:

M. Lionel Bertrand, M.P.,

M. Raymond Douville.

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THE CHAIRMAN: Our next brief is from L'Association des Hebdomadaires de Langue française du Canada. Mr. Lionel Bertrand is presenting the brief. We thank you very much being here.

We will mark your brief as exhibit No 179.

M. LIONEL BERTRAND: Monsieur le président, messieurs. L'Association des Hebdomadaires de langue française du Canada groupe la presque totalité des journaux désignés par son nom, soit près de cent, distribués des provinces maritimes à l'Alberta. C'est en leur nom, et avec leur assentiment, qu'elle a l'honneur de soumettre un bref mémoire à la Commission royale d'enquête sur la radio et la télévision. Elle n'a pas l'intention de s'attarder à de longs palabres d'ordre général, préférant s'en tenir à quelques idées



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simples et, dans une large mesure, d'application pratique.

Elle rappelle d'abord que la radio et la télévision prolongent auprès de la population l'action de la presse, l'une étant la presse orale et l'autre, si l'on peut dire, la presse visuelle. Cette double presse de conception moderne doit, comme l'autre, avoir une éthique, respecter le public, se préoccuper de le renseigner, l'instruire, le cultiver. Les moyens à sa disposition ayant un rayonnement considérable, elle est d'autant plus requise de ne susciter chez nous aucun conflit sous les angles racial, religieux, social même politique.

Ces principes posés, et l'expérience du passé étant ce qu'elle est, il convient d'examiner les initiatives à envisager pour assurer un avenir serein, aussi prometteur et formateur qu'il est possible.

Telle que constituée, la Société Radio-Canada a fait des efforts considérables pour répandre la double culture du Canada, française et anglaise, et elle doit continuer dans cette voie. Rien ne devrait être négligé pour que s'accroisse son caractère bilingue, non seulement dans la province de Québec, mais d'un bout à l'autre du pays. Tant par la radio que par la télévision, elle doit tendre à donner des programmes français dans les dix





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provinces du pays, sans oublier plus la minorité française de la Colombie britannique que celle des provinces maritimes ou de Terre-Neuve.

Dans la mesure du possible, elle doit canadianiser aussi ses émissions de plus en plus, préserver auditeurs comme téléspectateurs d'une forme d'américanisation qui n'est pas toujours des meilleures, - danger à prévoir si elle s'abandonnait davantage à l'influence des postes d'émission d'outre-frontière. Sous cet aspect, son rôle aura été jusqu'ici heureux, son aide aux postes "privés" permettant à ceux-ci de compter, moins que dans le passé, sur l'apport des programmes transmis des Etats-Unis. Remarquons que nous n'avons rien contre la vraie culture, américaine ou autre, mais il est notoire que nombre d'émissions en provenance des Etats-Unis paraissent plus éloignées qu'il ne faut des soucis intellectuels.

En ce qui regarde en particulier la télévision, il importe que la française soit aussi satisfaisante que l'anglaise, dans toutes les parties du Canada. Et ce, par souci des minorités françaises déjà trop noyées dans une ambiance anglo-saxonne ou américaine, selon les régions.

Il y a lieu cependant d'essayer, de ne pas démissionner ou lâcher avant d'examiner les possibilités. Ainsi, on tentera de nationaliser en faisant appel, plus qu'autrefois, aux écrivains du



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pays. Nombre de talents n'ont jamais été utilisés chez nous, tant à la radio qu'à la télévision, qui seraient en mesure d'apporter une collaboration précieuse. Qu'on ne dise pas, qu'on ne répète pas que les écrivains dits professionnels refusent de travailler pour la radio ou la télévision. À la plupart d'entre eux, il n'a jamais été rien demandé dans le passé, et la plupart d'entre eux ne sont pas intéressés à courir le risque de se voir refuser les textes qu'ils pourraient peut-être soumettre. Pour obtenir leur coopération, il faudrait savoir ce que l'on veut et le leur dire, discuter avec eux des initiatives projetées, s'entendre avec eux sur les programmes, leurs exigences techniques et leur qualité.

Pour arriver dans ce sens à ces résultats, il faudrait d'abord décentraliser, c'est-à-dire en finir avec cet esprit de chapelle qui aurait prévalu trop longtemps dans les centres de production. Esprit de chapelle qui, en tant que l'on sache, tendant à favoriser les proches ou les intimes de certains dirigeants, après eux les habitants de Montréal, Québec et autres villes importantes, de sorte qu'il ne restait que des miettes pour ce qu'il pouvait exister ailleurs d'ouvriers en puissance.

Il conviendrait encore, en ce qui regarde surtout la télévision, d'accorder une atten-



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tion constante à l'aspect moral et formateur de la production. Il y eut dans le passé nombre de protestations, et justifiées, contre les tendances existentialistes de certaines pièces, leur amoralisme choquant, leur areligion ou leur irrévérence, leur morbidité, leur nihilisme même, leur recours au suicide comme solution aux problèmes soulevés, leur mépris des règles de la composition dramatique, l'absence de critères chez certains auteurs, la puérilité de certains autres, apparemment sans formation sérieuse, qui ne se rendent pas compte de leurs insuffisances.

Cela étant, il serait peut-être opportun d'adjoindre à Radio-Canada un comité de surveillance, dont les membres, choisis à l'extérieur, auraient droit de regard sur la qualité, la moralité et l'influence probable des émissions destinées au public. A la condition que ses membres soient eux-mêmes cultivés et pensent droit, ce comité aiderait à relever le niveau de la production, verrait à en éliminer les fautes de goût et la vulgarité qui s'étale en trop d'endroits.

L'Association des Hebdomadaires n'est pas sans se rendre compte que radio et télévision coûtent fort cher, et que la moindre suggestion à leur sujet peut entraîner des déboursés considérables. N'étant pas dans tous les secrets des dieux, elle n'est pas facilement en mesure de recommander





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des formes de financement pour la Société Radio-Canada, déjà complexe en soi, relevant du Parlement et de comités parlementaires, alimentée en grande partie par l'Etat, travaillant de concert avec les postes "privés" de radio et de télévision, lesquels font corps commun avec elle, plutôt qu'ils ne se dressent comme des concurrents, malgré certaines apparences laissant croire le contraire.

Toutefois, vu la structure de la Société Radio-Canada, l'expérience passée, les responsabilités assumées jusqu'ici par l'Etat, certaines dettes pyramidées, les incessantes demandes et réclamations du public, les incroyables développements en perspective, il semble que le financement doit, de plus en plus, relever du gouvernement central du pays. Tout semble indiquer qu'aucune autre solution ne promet d'être pratique.

Rien ne s'oppose à ce que la Société Radio-Canada accepte sa part de publicité, mais la preuve semble faite que ce sera là toujours, pour elle, un revenu minimum, la population restreinte du pays ne permettant pas d'espérer sous cet angle des rentrées équivalentes à l'ampleur des besoins. Le tout respectueusement soumis.

THE CHAIRMAN: Thank you Mr. Bertrand. I don't know that you were present when we explained our procedure. We have the presentation



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of the brief and then some questions from our Counsel. I will ask Mr. deGrandpré if he has some question.

Me deGRANDPRE: Monsieur Bertrand, au deuxième paragraphe de votre mémoire, vous faite un parallèle entre la radio et la télévision et la presse, et vous semblez en conclure qu'il n'y a pas de différence entre les deux et que la radio et la télévision sont le prolongement de la presse.

M. BERTRAND: C'est ça.

Me deGRANDPRE: Est-ce que vous en tirez une conclusion, ou si c'est simplement une ouverture?

M. BERTRAND: Non. C'est parce que ceux-là attachés à la radio et à la télévision sont en somme des journalistes, si on prend la base du métier, que ce soit la préparation d'un article écrit ou d'un article prononcé à la radio ou prononcé devant la télévision.

Me deGRANDPRE: Est-ce que vous tirez la même conclusion que celle qui nous a été suggérée en certain milieu, que la radio et la télévision étant le prolongement de la presse, la radio et la télévision ne devraient pas être soumises à quelque réglementation que ce soit, et que, seules les réglementations qui s'appliquent à la presse devraient s'appliquer à la télévision et à la radio?



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M. BERTRAND: Là, il y aurait peut-être une précision que vous pourriez faire à ce point de vue-là. Vous voulez dire en tant que la presse est concernée même par son code d'éthique?

Me deGRANDPRE: Voici comment on a placé le problème. On nous a dit : "La presse à l'heure actuelle est régie par le droit criminel, par la loi du libel et par la loi sur l'obscénité des revues et imprimés, et nous ne voyons pas de raison pourquoi, en plus de ces règlements généraux qui s'appliquent à la presse, nous soyons obligés de nous conformer à toute une série de règlements qu'on retrouve dans les règlements qui ont été passés conformément à la loi de Radio-Canada".

M. BERTRAND: J'admets que notre association, qui comprend cent journaux et à qui sont attachés un grand nombre de rédacteurs et d'éditeurs, ne serait peut-être pas prête à répondre à la question que vous posez, dans le sens que nous avons notre propre éthique professionnelle; nous servons les populations des petites villes dissimulées dans la province, et nous avons notre éthique professionnelle que nous respectons, et je suis sous l'impression que si on doit continuer sur cette voie-là de dire que la radio et la télévision est un service public comme la presse, elle a la même décence à observer envers le public qui le demande.





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Me deGRANDPRE: Est-ce que vous iriez aussi loin que de dire que la radio et la télévision ne doivent pas être réglementées sur la quantité d'annonces qu'on doit insérer autour d'un programme, ou la durée des annonces?

M. BERTRAND: C'est peut-être pas notre problème, parce que nous ne sommes pas intéressés dans une organisation de radio et de télévision. Nous publions nos journaux et ce n'est pas la radio et la télévision qui vont nous nuire au point de vue financier ni au point de vue de la réclame commerciale; ce n'est pas une concurrence établie entre la presse et la radio et la télévision.

Me deGRANDPRE: Ce n'est pas dans cet esprit que vous avez écrit ce paragraphe de votre mémoire?

M. BERTRAND: Non.

Me deGRANDPRE: Ce n'est pas cela?

M. BERTRAND: Non; plus au point de vue général pour indiquer que c'est un peu le même esprit pour la radio et les journaux.

Me deGRANDPRE: Maintenant, vous faites partie d'un milieu où la question vient probablement fort à propos. Jusqu'à quel point peut-on canadianiser les émissions de la radio privée et de la radio d'Etat sans affecter la qualité des pro-



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grammes? En d'autres termes, est-ce que nous avons suffisamment d'auteurs, d'auteurs soit dramatiques ou de scripteurs qui seraient en mesure de produire des programmes de conception canadienne, de réalisation canadienne et tout en gardant la qualité nécessaire?

M. BERTRAND: Jusqu'à date, comme notre mémoire le dit en première page, il y a eu des efforts considérable de répandre cette double culture, française et anglaise; et sur ce point de vue-là nous signalons que Radio-Canada doit continuer dans cette même voie. Maintenant, il n'y a aucun doute que depuis quelques années il se découvre à Radio-Canada des talents nouveaux. De moins en moins on est surpris, dans des programmes, de voir des nouvelles figures. Ce sont peut-être des jeunes auteurs ou de jeunes écrivains de chez nous qui ouvrent leurs ailes et qui, à leur coup d'essai, sont acceptés.

Je comprends que le public est plus exigeant aujourd'hui et demande une variété dans ses programmes, et c'est la raison pour laquelle un peu plus loin on souligne qu'il y aurait peut-être intérêt que Radio-Canada de sortir un peu des limites des grandes villes, parce que jusqu'à date, on semble être sous l'impression qu'il y a seulement dans les limites des grandes villes qu'on pouvait trouver un auteur dramatique, un écrivain susceptible de construire un programme, d'écrire un programme.

Depuis quelques mois --- je dirais depuis mars --- notre association, qui est en contact



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constant avec Radio-Canada, a fait des représentations qui, peut-être avant longtemps, porteront leurs fruits. Dans nos petites villes de campagne, attachés à nos journaux, nous avons des écrivains qui ont fait leur marque et qui n'ont pas été demandés souvent à la radio et à la télévision. Il faudrait que ce mouvement se prolonge et s'établisse de façon plus nette. Je soulignerais Harry Bernard, qui n'est pas ici, qui est un membre de la Société Royale du Canada, directeur du Courrier de St-Hyacinthe, et qui a été lauréat en maintes circonstances de prix commandités par la Province, prix de roman etc., Il y a Clément Marchand, de Trois-Rivières, qui a fait sa marque dans les lettres. Il y a plusieurs écrivains de campagne qui semblent avoir été négligés. Il faudra qu'il arrive un temps où un comité de Radio-Canada pourra regarder en dehors des grands centres et aller chercher les talents qui peuvent s'y trouver.

M. TURCOTTE: Ces écrivains dont vous parlez momément, ont-ils fait l'effort d'essayer de produire ou ont-ils été rejetés, si vous voulez; ou néglige-t-on de part et d'autre de se mettre en rapport?

M. BERTRAND: Il y a peut-être cette appréhension par un écrivain d'une petite ville attaché à un journal hebdomadaire, de peut-être faire l'effort de produire quelque chose et de se le voir refuser; tandis que, s'il y avait un comité qui





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serait chargé de faire, dans la province de Québec, par exemple, le relevé de tous ceux qui peuvent écrire, en leur disant tout ce que Radio-Canada attend d'eux, il y aurait là peut-être un commencement qui pourrait porter des fruits sans blesser la susceptibilité des uns ou des autres. Je prends le cas de quelqu'un qui présenterait une pièce à Radio-Canada et dont l'oeuvre serait écartée. Je suis bien convaincu qu'il pourrait peut-être en ressentir quelque susceptibilité; tandis que si un comité lui avait dit exactement ce qu'il aurait fallu faire, il serait peut-être parti sur un bon pied.

M. TURCOTTE: Il serait peut-être écarté pour des raisons d'incompétence technique; et quelqu'un faisait la remarque ce matin que Radio-Canada encourageait le développement des talents. Auriez-vous des opinions, des vues à nous suggérer à ce sujet-là?

M. BERTRAND: Non. Je comprends que c'est assez difficile, parce que nous avons sur les ondes de Radio-Canada une chronique des Hebdo, tous les dimanches matins, qui est présentée par quelqu'un qui donne satisfaction, Gérard Brady, un journaliste d'expérience. Cependant, il a avoué lui-même qu'au tout début il s'est senti un peu dépaycé à cause des exigences qu'on lui demandait pour son quart d'heure: la façon de le présenter, les nouvelles qu'il fallait éviter et la longueur de son texte, et



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ensuite faire de la variété pour plaire à l'auditoire. Il a appris sa leçon dans quelques semaines et aujourd'hui, comme chroniqueur représentant les Hebdo pour la chronique du dimanche midi, toute la population de nos petites villes est anxieuse d'écouter cette chronique là parce qu'elle est faite suivant les données et les exigences de Radio-Canada et qu'elle rapporte à toute les semaines ce qu'il y a de plus intéressant dans les journaux publiés dans la province.

M. TURCOTTE: Radio-Canada a donc fait dans ce cas particulier ce que vous voulez qu'on fasse dans un domaine plus large, puisque vous reconnaissez qu'il était lui-même incompetent au début et qu'il a été en quelque sorte préparé et adapté à ce travail.

M. BERTRAND: Nous autres, un peu plus loin, c'est la raison qu'on a souligné : "À la plupart d'entre eux, il n'a jamais été rien demandé dans le passé, et la plupart d'entre eux ne sont pas intéressés à courir le risque de se voir refuser les textes qu'ils pourraient peut-être soumettre. Pour obtenir leur coopération, il faudrait savoir ce que l'on veut et le leur dire, discuter avec eux des initiatives projetées, s'entendre avec eux sur les programmes, leurs exigences techniques et leur qualité".

Me deGRANDPRE: Croyez-vous que ce



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soit là le rôle d'un comité consultatif attaché à Radio-Canada, ou si ce n'est pas plutôt le rôle de votre association ou d'une association d'écrivains de se mettre en contact avec Radio-Canada de façon à discuter du problème avec le directeur des programmes ou un autre directeur quelconque? Ce n'est pas superposer comité consultatif par-dessus comité consultatif au sein d'une organisation qui est déjà assez considérable?

M. BERTRAND: M. Turcotte a peut-être eu une réflexion assez à propos en disant que d'un côté comme de l'autre il peut y avoir eu de la négligence. Nous avons un comité qui est en contact avec Radio-Canada. Des suggestions ont été faites à Radio-Canada de ce côté-là. Je dois dire que depuis ces derniers mois nos contacts ont été heureux en autant que notre Association est concernée; et notre chronique des Hebdos, qui dure depuis un an, je sais qu'elle est fortement appréciée, non seulement par les journalistes qui appartiennent à l'association, mais par les auditeurs des petites villes de Québec. Il y aurait peut-être lieu que l'Association prenne l'initiative de soumettre au publiciste de Radio-Canada une liste de noms de gens qui sont des journalistes de métier et qui pourraient peut-être avoir un jour ou l'autre leur chance à la radio ou à la télévision.

Me deGRANDPRE: Est-ce que je dois comprendre que c'était le premier effort fait par





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votre Association il y a un an, et qu'il a immédiatement porté fruit?

M. BERTRAND: Non; ç'a été le succès après plusieurs années d'efforts, de représentations et de pressions.

Me deGRANDPRE: Ca ne s'est pas produit du moment que vous avez établi le contact?

M. BERTRAND: Non.

Me deGRANDPRE: Est-ce que vous avez pu juger ce qui a déclanche le succès?

M. BERTRAND: Pas nécessairement. Ce sont nos relations avec la Société. Deuxièmement, parce que l'Association des Hebdomadaires de langue française représente quelque chose dans Québec; et ensuite, si on demandait des journalistes de Montréal pour des conférences de presse ou autres programmes, il était nécessaire que de temps en temps il y ait des journalistes des petites villes de campagne qui soient invités. Ce sont les représentations que nous avons faites depuis plusieurs années mais qui depuis un an ou deux semblent avoir porté fruit.

Me deGRANDPRE: Est-ce que c'est uniquement dans le domaine créateur que vous préconisez une décentralisation ?

M. BERTRAND: Non; Ça peut se faire dans les conférences de presse qui existent déjà



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depuis plusieurs années; et si l'on comptait les rédacteurs en chef et les éditeurs qui ont été invités depuis deux ou trois ans, on pourrait les compter sur les doigts de la main droite.

M. TURCOTTE : Ce n'est pas par raison de commodité de lieu, de distance ?

M. BERTRAND: Je sais qu'aujourd'hui nous avons des réunions mensuelles de notre comité d'administration composé de 15 membres, et nous avons des réunions deux fois par années, et je sais que les membres se déplacent facilement, que ce soit du Lac-Saint-Jean ou de l'Abitibi pour venir à Montréal assister aux réunions; et sur notre comité d'administration qui groupe 15 personnes, il n'y a pas d'assemblée mensuelle où il en manque. Je ne crois pas que la question de déplacement ou de commodité puisse entrer en ligne de compte. Aujourd'hui, c'est facile de voyager d'un bout de la province à l'autre et de se rendre de Montréal à Québec.

M. TURCOTTE: Lorsque vous parlez de comité de surveillance pour la moralité, vous dites que Radio-Canada pourrait s'adjoindre de pareils comités. Vous n'ignorez pas le rôle très large joué dans le pays par les postes privés. Considérez-vous cela comme un comité qui exercerait la même surveillance sur l'ensemble, aussi bien pour la question de la langue, la moralité, question de goût, si vous voulez?



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M. BERTRAND: Il n'y a pas à douter que le public doit être servi de façon décente, parce que certaines pièces qui ont été présentées ou certains films qui ont été présentés ont eu des réactions défavorables. Je sais que nos populations nous demandaient de faire une mise au point dans les journaux, etc; on nous téléphonait pour avoir l'adresse de Radio-Canada pour protester.

M. TURCOTTE: Ce comité exercerait cette surveillance pour tout le monde?

M. BERTRAND: C'est bien l'impression que j'en ai.

M. TURCOTTE: Pourquoi dites-vous que c'est Radio-Canada qui devrait le créer?

M. BERTRAND: A l'heure actuelle c'est Radio-Canada qui contrôle non seulement Radio-Canada mais les postes privés aussi.

M. TURCOTTE: Ce qui voudrait dire, en somme, que vous ne proposez pas de changements dans la structure actuelle de la radiodiffusion au Canada?

M. BERTRAND: Comme journaliste, je n'en vois pas; comme député...

M. TURCOTTE: En somme, l'Association des Hebdomadaires est relativement satisfaite de l'ordre actuel des choses?





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M. BERTRAND: On dit "on travaille de concert avec les postes de radio et de télévision".

Me deGRANDPRE: Il y a plusieurs façons de travailler avec ?

M. BERTRAND: Oui.

Me deGRANDPRE: Vous considérez les postes privés comme étant intégrés dans le système national dirigé par Radio-Canada?

M. BERTRAND: Oui.

Me deGRANDPRE: Quant à votre mémoire de l'Association, vous ne proposez pas de changement radical à cet ordre de choses?

M. BERTRAND: Non; nous ne voulons pas abolir les postes privés non plus.

Me deGRANDPRE: Vous êtes satisfait à peu près de l'ordre actuel?

M. BERTRAND: C'est le fond de notre mémoire, ce point de vue-là. Notre mémoire l'indique bien facilement que nous sommes contents de la façon dont la Société Radio-Canada s'occupe à l'heure actuelle d'appliquer ses règlements et de sauvegarder la double culture du Canada, française et anglaise.

Me deGRANDPRE: J'aurais peut-être une autre question. Ne répondez pas si vous croyez qu'elle est trop... Je ne sais pas si vous étiez



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ici hier. Quelqu'un, dans un mémoire, a proposé la création, l'octroi, au gouvernement de la province, de poste de radio. Etes-vous d'accord?

M. BERTRAND: Il y a tellement de problèmes à l'heure actuelle sans regarder ceux qui pourraient arriver dans l'avenir. Il y a des questions qui regardent les gouvernements, provinciaux ou fédéral; et si on tablait sur ce qui peut se produire dans un an ou deux, on ferait perdre du temps à la Commission. Nous avons présenté un mémoire qui reflète l'opinion de cent journaux appartenant à notre association et cent journaux qui publieront en fin de semaine le mémoire que nous avons présenté. Le mémoire est court, sobre, il exprime notre opinion.

THE CHAIRMAN: There are a few questions I would like to ask you, I would do it in French but I don't trust myself to do so. In the second paragraph on the second page of your memorandum you are dealing with television and suggestion, I think, that it is important that French services should be as satisfactory as English - or as sufficient, I suppose, as the English, in all parts of Canada. You realize of course that one of our main problems is the problem of cost, particularly for television, which is causing great concern. We now have a system that gives eighty per cent coverage across all of Canada and I suppose there is some limit beyond which you cannot justify extending this to



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very small communities, however desirable it is that these services be rendered throughout Canada?

MR. BERTRAND: Yes, I understand that.

THE CHAIRMAN: And if my arithmetic is correct - according to the figures at present available, the French network is now within reach of four million French speaking Canadians, according to the last census estimate, four million six hundred and forty thousand French-speaking Canadians --

MR. BERTRAND: Yes.

THE CHAIRMAN: Which would mean that the potential coverage of the existing system is slightly over 86 per cent for the French-speaking people whereas the average for the country is just slightly over 80 per cent - would you think that that was satisfactory?

MR. BERTRAND: Of course for that moment it is satisfactory but we are obliged to look towards the future.

THE CHAIRMAN: I am talking not about the future but I am merely asking whether there is anything more required?

M. BERTRAND: Satisfactory --- and it should have the advantage and benefit of radio and television throughout the country.





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THE CHAIRMAN: This is undoubtedly the objective, but there are certain cost limitations which I am sure you realize.

MR. BERTRAND: Yes.

THE CHAIRMAN: Thank you very much for your brief, and we will consider it.

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THE CHAIRMAN: We will go on now with the Cornerbrook Chamber of Commerce.

CORNERBROOK CHAMBER OF COMMERCE

Appearances:

Mr. Norman Hood

THE CHAIRMAN: We will start by filing your brief as Exhibit No. 179.

---EXHIBIT NO. 179: Submission of Cornerbrook Chamber of Commerce.

THE CHAIRMAN: This brief we should have heard in Newfoundland and I hope you were here this morning when I mentioned my regret at not being able to get there. You have given a supplementary brief which contains a number of supporting statements and I think it will be most convenient if we merely include this in the original brief as part of Exhibit 179. Before you present your brief, I think I should say this; you are dealing with, as I understand it, the desire of Cornerbrook for a television service?

MR. HOOD: That is correct, sir.

THE CHAIRMAN: I think that is relevant to our inquiry as indicating that there are areas that are not served with the service. You realize this is not our responsibility to deal with the intricacies and technicalities of licensing, we have to deal with it from an overall point of view and, of course, the particular location of stations in granting of licenses is not in our particular terms of reference.



MR. HOOD: I would like to deal firstly with the highlights of the brief. Firstly, we feel that the -- the people feel that they should have television facilities. We are of the opinion that if we are to have television for Cornerbrook and the outlying settlements it must be provided by the CBC. The citizens of the city of Cornerbrook which, I might say, is the second city in Newfoundland and the 27th in the Dominion of Canada have shown, in no uncertain manner, that they want television. Our brief is supported by a large Bow Water newspaper mill, labour unions which comprise a large part of the population, church groups, social service organizations and business men. These people comprise a very large cross section of the community. Our brief expresses the opinion that television is essential to the people of Cornerbrook and the area such a station would serve and they feel they are entitled to the benefits which would provide for their educational and cultural well-being.

At the time our brief was prepared a TV station was being considered for the United States air base at Stephenville. We tried to suggest in our brief that a CBC station at Cornerbrook would include Stephenville and the surrounding areas whereas a small station which is proposed for the United States base would only be seen in a 10-mile radius. Actually at this time a license has been granted to the United States air base and consequently this question has been settled.





We suggest we know and appreciate what the CBC has done in the Cornerbrook area since its inception in 1943 and this includes public service to the community. We also feel that no private station would be able to operate at a profit. Maybe my friend Geoff. would question that and would require substantial subsidy.

That, Mr. Chairman, covers our brief to you at this time. However, I would like to make an amendment or two if I have your permission to do so.

THE CHAIRMAN: Yes.

MR. HOOD: We have just completed a brief to the CBC and in that brief we say and I will quote:

"In June, 1955 you saw fit to recommend that CBC be authorized to establish a television station at St. John's, Newfoundland, that it should be one of the key centres of the national system as well as providing regional services. We interpret the reference to regional service to imply that the service would later be extended to include the less populated centres such as Cornerbrook. In our opinion your recommendation to the Government of Canada should have been accepted and the CBC granted the right to establish television in Newfoundland. In view of your previous decision we would recommend to the Dominion Government that you be permitted to establish television



"facilities in this province with the added proviso that if the granting of a license to the private station makes your original decision impossible that such a station be set up at Cornerbrook for Cornerbrook and the areas such a station would and could serve --"

The big question we have been asking is why the application of the CBC was not granted. We in Cornerbrook naturally feel it should have been. We also say:

"Due to the fact that CBC was not granted a license to operate TV in Newfoundland -- a private station could not possibly operate without a very substantial subsidy, therefore, it is our opinion that CBC must provide such facilities."

Of course, we also refer to the benefits to isolated areas. In closing may I say I was intrigued with the recording introduced by CJON and I am sorry they are not here because I would like to congratulate Geoff. Stirling and Don. Jamieson on their showmanship and ability. However, I should like to correct an impression which may have been left; the St. John's television does not reach all the settlements outside, as a matter of fact, I would say that they would reach perhaps just less than 50 per cent of the people. This is in no way meant to discredit CJON because I know the station does a splendid job. I would also like to



say that our efforts to try to obtain television for Cornerbrook is also strongly supported by members of the Liberal and Progressive parties, the mayor of Cornerbrook, labour unions, members of the provincial government and members of the Senate. I was hoping to add that we hope Mr. Smallwood would support our efforts. That is briefly the contents of our brief.

THE CHAIRMAN: Thank you, Mr. Hood. Mr. Coyne?

MR. COYNE: Mr. Hood, you say in your brief that it will be quite impossible for Cornerbrook to have any television if it is not CBC television and state that a private television station would be impossible in Cornerbrook without a substantial subsidy. Have any attempts been made to determine in reasonably precise financial terms the accuracy of that statement?

MR. HOOD: Well, sir, I do not think anyone has tried to set up a private station there but I am judging by remarks and the remarks of the committee on the present radio advertising in Cornerbrook and the areas outside, also the initial cost of putting a station there.

MR. COYNE: I was I was asking, I do not know whether it is really relevant or not, I think it is true that there are communities in Canada today no larger than Cornerbrook or, not appreciably larger than Cornerbrook, in which private television stations are operated. It might well be that a surrounding area is more heavily populated.

MR. HOOD: I think that is the answer, sir, actually a station set up in Cornerbrook, I think the







maximum they would expect to reach would be possibly 40,000 to 45,000 people. It could not be heard in a place like Grand Falls where the other newspaper mill is located.

COMMISSIONER STEWART: What area do you think a station there would cover, a matter of 40 miles?

MR. HOOD: We think 50 miles, sir.

MR. COYNE: There has not been any private group in Cornerbrook that has expressly investigated the situation and come to the conclusion on the basis of a pretty exhaustive investigation that this would be impossible?

MR. HOOD: No, there has not been. I do not know if CJON has, I do not know about that but I do know that several people have investigated radio and applied for a radio license but not TV.

THE CHAIRMAN: The thing is, I think the same point that struck me, I thought you say you were the 27th city in Canada.

MR. HOOD: Yes.

THE CHAIRMAN: We have precisely 26 private television stations.

MR. HOOD: We could make it 27.

THE CHAIRMAN: The point I am trying to suggest is, unless there is some very large gap in population ---

MR. HOOD: Well, there is.

THE CHAIRMAN: The previous 26 stations and this one, one would think it would almost be the point that this would be the next market that might become attractive to private enterprise.



MR. HOOD: Unfortunately the population is so widely scattered, actually, I think there is a third of the population on the little Avalon peninsula and in St. John's today I suppose there are 80,000 people and there is nothing much else until you come to Grand Falls and Bishop Falls which is sustained by the newsprint mill and the employment it gives. However, you get nothing then until you come to Cornerbrook. Then, there is Stephenville.

THE CHAIRMAN: What is the license at Stepehnville?

MR. HOOD: CBC, it is controlled I understand by CBC, they have to more or less watch the programmes and control the programmes and so on.

MR. COYNE: But they do not provide programmes, do they?

MR. HOOD: They will provide, I think, some programmes as they do for private stations, although I think it is pretty authentic, they would provide 16 hours a week and I think they have their United States programmes without advertising. As a matter of fact, they have one at Goose Bay too.

MR. COYNE: Television or radio?

MR. HOOD: Television. It is not operating yet, but it is a sure thing, it is starting October 1st, I believe.

MR. COYNE: Well then, Harmon field station will be received by Cornerbrook?

MR. HOOD: No, it is only going to be received within a radius of 10 miles and we are probably 50 miles



or at least 45.

MR. COYNE: It is a low power station?

MR. HOOD: About 100 watt or something like that. I believe that good reception would only be received within seven or ten miles, just Stephenville itself and places in the surrounding area there.

THE CHAIRMAN: Mr. Dunton, we have been discussing the Cornerbrook situation and the point has been made that some kind of license has been granted to Stephenville at the Harmon base for a television station. Can you tell us what kind of a station that it?

MR. DUNTON: To my knowledge the license has not been granted but there have been discussions going on between the Canadian and American authorities regarding the setting up of small television stations at the American bases. I do not think they are completed yet but the idea has been to serve the American troupes. There would be some provision for Canadian programming and for maintaining a certain supervision over those stations.

THE CHAIRMAN: But it is not definite as yet?

MR. DUNTON: I believe not.

THE CHAIRMAN: And it is not equivalent to the establishment of a CBC station at that point?

MR. DUNTON: No, the arrangement would be, I think, they would have to be licensed to the CBC for local operation but the equipment would be furnished by the Americans.

THE CHAIRMAN: And they would be responsible







for a considerable volume of programming?

MR. DUNTON: Yes.

THE CHAIRMAN: And it would be a low-powered station?

MR. DUNTON: Very low-powered, yes.

THE CHAIRMAN: So would it be fair to say that whatever is done there really doesn't effect the situation as far as, let us say, Cornerbrook is concerned?

MR. DUNTON: I think the point of view is that it is an entirely different thing, something asked for by the American military authorities although there may be some Canadians within range of the immediate vicinity of the place. It is a quite separate consideration.

MR. COYNE: Mr. Hood, I suppose you would agree in asking or suggesting that you should receive CBC television service in Cornerbrook, I suppose you would agree that you were in no different position than any other smaller group of Canadian citizens who wish to have television but are unable to for reasons of size, perhaps, to provide it themselves. Would you agree with that?

MR. HOOD: To some extent, yes, but we look at it this way; in view of the fact that the CBC are contemplating, let us say, I said they had already granted a license but I was given to understand that was the fact before I left home, and as I say it would be -- our thinking is that here is a small area apart from the United States bases which would receive the facilities of television and here is Cornerbrook, a much larger community from the point of view of payment of taxes and in every other manner you may wish



because we are located so many more miles away are denied that privilege, if you will. True, we realize that CBC are not paying for the equipment or the station but, on the other hand, we contend a station at Cornerbrook, a CBC station at Cornerbrook could have taken in the United States bases and we would all be happy.

MR. COYNE: Except possibly the taxpayers.

MR. HOOD: Possibly but the Bow Water paper mill there which gives employment to thousands of people directly and thousands of people indirectly and the taxes are paid accordingly. Yes, I guess we are in the same boat as a lot of people, a lot of other communities but as I say, I cannot visualize any private station coming in there and I cannot see that Cornerbrook would receive television if CBC does not do it. Now, I was interested in hearing my friends Don. and Geoff. speaking of booster stations. I do not know what the booster stations would entail or whether it could be improved to reach Cornerbrook and Grand Falls. It may be all right for the nearer area there, actually they were talking about 70 per cent or 80 per cent of the population. They do not reach that, they cannot do it and they have not been doing it. As I say, the big question is -- well, of course, I guess the big question is possibly finance.

THE CHAIRMAN: That is really what I wanted to get at. In paragraph 4 of your original brief you say you want the CBC to operate television in Cornerbrook because you know what they have done in broadcasting and the service received from them could not be given by a private station. And now, I understood from



Mr. Stirling that that private station in St. John's is in fact carrying a full CBC television programme?

MR. HOOD: That is right.

MR. COYNE: And apart from the economics for the moment, if a private operator wanted to go into Cornerbrook and was able to be hooked into the national programming system you would be in the same position as if the CBC station went in?

MR. HOOD: That is right, but I cannot see them coming there actually but are they not being subsidized themselves by getting the CBC programmes?

THE CHAIRMAN: That may be but what I am thinking of is really to find out whether there was anything in your request for a CBC station other than the economic argument?

MR. HOOD: Well, again we were talking there of what we knew about them. Personally I have always found them to be very cooperative and particularly, as the boys say, seeing about charitable drives and so on when you wanted free radio time and somebody gave up time and they were cooperative in that respect. The programmes we felt were reasonably good, some you did not want to listen to but others you did.

THE CHAIRMAN: You have the same problem as many communities, as Mr. Coyne says, they are faced with -- you need a certain minimum quantity in order to justify one of these operations whether it is public or private. It may be that there is some difference between what is justified for a public station and what is justified for a private station







but there must be some sort of fringe case where it is not good enough to send it over the tape on a private station operation anyway?



MR. HOOD: I think we can understand that, sir, actually.

THE CHAIRMAN: The point I am coming to is this: do you know of the experience in radio in the French language in western Canada where a number of communities were sufficiently interested in getting radio services in the French language that they were prepared to do some public service underwriting themselves in order to get going. I am wondering if this is a possibility in these so-called fringe situations between what is economic and what is not economic. Is there a case for some local contribution to the cost of doing something which would not be fully justified but which, with a little help, may become justified?

MR. HOOD: It is possible. I don't think we went into that aspect of the case. Talking about paying taxes, and so on, as part of the set-up in the publicly owned CBC, the feeling at Cornerbrook is that CBC subsidizes CJON and other private stations to the tune of 16 hours a week; why wouldn't they subsidize themselves, and particularly in view of the fact they recommended that they get a license last year? What was the basis of the refusal of the Canadian government to grant it?

THE CHAIRMAN: Well, it is basically and fundamentally an economic and financial problem.

MR. HOOD: That is right.

THE CHAIRMAN: We thank you very much, Mr. Hood. I am sorry we kept you here so long for the



presentation of the brief; we appreciated having it.

The next brief we are to hear is that of Association canadienne des Educateurs de Langue francaise, but we will take a five minute recess before starting that.

--A short recess.





MEMOIRE DE  
L'ASSOCIATION CANADIENNE DES EDUCATEURS  
DE LANGUE FRANÇAISE

PRESENTS:

R.P. CLEMENT CORMIER, c.s.c.

M. TREFLE BOULANGER

M. RICHARD BERGERON

Mlle CECILE ROULEAU, secrétaire générale de  
L'ACELF

M. L'ABBE ADRIEN BLUTEAU

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THE CHAIRMAN: Father Cormier, you are going to present the brief and you have with you Mr. Boulanger?

R. PERE CORMIER: Monsieur Boulanger était pris dans une autre réunion. Il devait se rendre ici aussitôt la réunion terminée; il n'est pas encore arrivé, mais nous l'attendons d'une minute à l'autre.

THE CHAIRMAN: You also have Mlle Rouleau and M. Bergeron?

R. PERE CORMIER: Oui, et M. l'abbé Bluteau.

THE CHAIRMAN: We will begin, if we may, by marking your brief as Exhibit No. 180.

---EXHIBIT NO. 180: Brief of l'Association Canadienne des Educateurs de langue française.

THE CHAIRMAN: Our practice, as you may have gathered, although you may not have been here long enough, is that the briefs need not be read fully as we have read them, but we would like to have a presentation of the main points and then there will



be some questions from our counsel and perhaps from ourselves on certain of the points, to be sure we understand them.

REV. FATHER CORMIER: Right. Now, I understand we can speak French?

THE CHAIRMAN: Oh. yes, in French or English. I do not try to question in French because I do not trust my French, but if you don't speak too quickly I can usually follow you.

R. PERE CORMIER: Maintenant, si vous me le permettez, avant d'aborder le mémoire, j'aimerais signaler particulièrement la présence de M. l'abbé Bluteau, qui est membre du conseil d'administration de notre Association et en même temps il est secrétaire de la fédération des collèges classiques de la province de Québec et, à ce titre, il aurait une déclaration à faire. Je crois qu'il a déjà signalé ce qu'il veut dire à la Commission, mais j'aimerais lui demander de faire sa déclaration immédiatement, si vous le permettez.

M. L'ABBE ADRIEN BLUTEAU: Messieurs les commissaires, l'organisme que je représente ici et qui s'occupe d'éducation au niveau secondaire dans toute la province de Québec aurait bien voulu présenter un mémoire à la Commission d'enquête sur la radio et la télévision. Malheureusement, le travail que nous avons entrepris n'a pu être terminé à temps, mais comme nous avons des relations très étroites avec l'Association canadienne des éducateurs de langue française, nous avons suivi pas à pas leur travail et nous avons discuté au conseil général



de la fédération des collèges classiques le travail accompli et nous voulons appuyer et endosser toutes les recommandations que l'organisme des éducateurs de langue française fait dans son mémoire, parce qu'elles nous ont semblé respecter les droits des deux nationalités qui forment le peuple canadien. Elles nous ont semblé respecter les droits de la morale et de la haute valeur culturelle que l'on attend des émissions radiophoniques ou télévisées.

R. PERE CORMIER: Maintenant, avant d'aller plus loin, je dois m'excuser parce que nous avons deux erreurs à signaler dans le mémoire. Il y a une correction que nous aimerions faire, parce qu'il y a une contradiction qui s'est glissée là, à la page 24, le premier paragraphe:

"Cependant, nous croyons que ces dépenses en valent la peine. Nous ne préconisons pas de taxe de vente sur les appareils récepteurs..."; cela devrait plutôt se lire 'nous ne préconisons pas de taxe sur les appareils récepteurs', ce n'est pas taxe de vente.

Maintenant, j'ai la correction sur une feuille, et je pourrais peut-être faire distribuer cela et nous vous avons présenté aussi un résumé du mémoire, et là on a sauté par dessus deux paragraphes. Alors, c'est assez important, j'ai fait faire les corrections également, et nous allons...

THE CHAIRMAN: We have those.

R. PERE CORMIER: Alors, c'est à la page 4 de notre résumé.





THE CHAIRMAN: You have a revision of the television section in page 4?

REV. FATHER CORMIER: That's right. Maintenant, et pour être expéditif, je crois que je pourrais prendre le résumé, repasser, lire peut-être les sections que nous trouvons les plus importantes et passer très brièvement sur les autres, n'est-ce pas?

LE PRESIDENT: Très bien.

R. PERE CORMIER: Alors, au tout début, dans le premier paragraphe, nous définissons notre association, l'Association Canadienne des Educateurs de Langue Française, qui a été fondée en 1947. Nos membres viennent de toutes les provinces du Canada et des divers secteurs de l'enseignement. Notre association, évidemment, s'occupe du travail ou de l'objet de votre Commission, surtout au point de vue éducation et, en même temps, au point de vue de la population canadienne-française. Alors, c'est pourquoi nous nous trouvons moins compétents pour discuter ce qui fait peut-être l'objet principal de votre Commission, c'est-à-dire les problèmes administratifs et financiers. Tout de même, nous avons exposé nos vues dans la dernière partie de notre mémoire.

Maintenant, dans le deuxième paragraphe, nous avons signalé comment notre mémoire a été préparé. Evidemment, nos membres couvrent tout le territoire canadien et il est assez difficile de procéder très démocratiquement, mais nous avons essayé tout de même de soumettre le mémoire à plusieurs comités avant de lui donner sa forme définitive.

Nous divisons notre mémoire en quatre



parties. Le caractère canadien des émissions.

Alors, dans cette partie-là, nous exprimons surtout notre satisfaction des efforts qui ont été faits, surtout depuis la Commission Aird et aussi à la Commission Fowler qui a insisté auprès du Gouvernement et de la commission parlementaire dont le travail, jusqu'à date, a beaucoup insisté sur le caractère résolument canadien qu'il fallait donner à nos émissions ici au pays, et notre recommandation à la Commission, c'est de retenir ce principe. Je crois que tout le monde est d'accord là-dessus.

Il y a un petit point que nous signalons à la page 2 de notre résumé: c'est que nous reprenons une constatation faite par la Commission Massey, c'est-à-dire la centralisation excessive de la production des émissions de Radio-Canada. Nous sommes d'avis que l'on devrait essayer, autant que possible, de susciter, de donner des chances à des talents en dehors des grands centres, des grandes métropoles de s'exprimer à la radio, et surtout à la radio, parce que je pense bien qu'à la télévision il y a une centralisation qui s'impose forcément.

Valeur éducative des émissions. Alors, il y a plusieurs points que nous soulevons, dont le premier est la norme d'appréciation. Je comprends que notre recommandation est très difficile de réalisation, mais il y a tout de même un vœu sur lequel nous insistons, et même dans nos comités, nous avons des personnes qui trouvaient que ce point-là était très important. Si vous le permettez, je vais le lire. Nous souhaiterions que directeurs, réalisateurs et



et critiques - évidemment, les critiques, ce sont les gens de l'extérieur - dans l'appréciation des programmes, s'appuient moins sur le goût du public que sur la valeur intrinsèque des programmes. Il n'est peut-être pas facile de définir les normes d'une bonne critique objective, ni d'instituer un organisme concret capable de réaliser ce vœu. Toutefois, nous croyons qu'il est possible d'orienter l'opinion par une publicité lente, habile et tenace, et ainsi d'en venir à faire accepter par un plus grand nombre que l'un des objectifs de la radio et de la télévision, c'est d'améliorer le goût du public et non seulement de le nourrir. Alors...

THE CHAIRMAN: Before you leave that, Father Cormier, I take it you are saying there, in effect, that you do not give the public what it wants, necessarily?

REV. FATHER CORMIER: No, the tendency should be the other way around, I think.

THE CHAIRMAN: But we are always faced with the problem of how you measure intrinsic value of programmes.

REV. FATHER CORMIER: I understand that's very difficult.

THE CHAIRMAN: Do not hesitate to reply to me in French if you prefer.

REV. FATHER CORMIER: I won't. Voyez-vous, dans le mémoire même nous avons cité un exemple. Au début, je crois que lorsque la radio a commencé au pays, eh! bien, souvent, on nous servait des programmes de musique qui étaient un peu indigestes pour la masse





de la population, et bien des concerts symphoniques ou des opéras. Les gens n'étaient peut-être pas portés à les écouter, mais on a continué à le faire, et je crois que l'on a beaucoup contribué à développer le goût du public et à élever le niveau culturel de la population en général. Alors, si en ce temps-là on s'était dit: eh! bien, on va leur servir de la musique populaire, des programmes de jazz, de la musique de danse, je crois que l'on n'aurait pas accompli l'oeuvre culturelle qu'on a pu accomplir par le moyen de la radio. Alors, c'est un peu dans ce sens-là, je crois, que la radio peut rendre d'énormes services pour élever le niveau culturel de la population, et je crois que si nous pouvions obtenir qu'un réalisateur, directeur et critique de programmes adopte cette façon, je ne sais pas ce qui se fait actuellement, quoiqu'il y en a déjà eu, j'ai vu des critiques qui questionnaient des gens de la population en général et qui rédigeaient leurs articles d'opinions d'après ce qu'ils entendaient dire, et non pas d'après un barème ou un moyen, quoi, non pas d'après ce qu'ils auraient pu juger comme étant la valeur intrinsèque du programme, et cela, à notre sens, est une fausse façon de procéder. Alors, je comprends que c'est très difficile, concrètement, de réaliser quelque chose, mais je crois, il me semble qu'il y a une idée qu'il vaudrait la peine de faire valoir, et avec le temps, on pourrait peut-être arriver à procéder autrement.

Ensuite, nous avons une petite remarque très simple: Programmes de qualité inférieure. Il y aurait grand avantage à éliminer certains programmes



dont le genre est intrinsèquement inférieur, même nocif. Il faudrait les éliminer. Je ne sais pas si vous attendez que nous donnions des exemples, c'est peut-être un peu délicat, mais je crois que comme principe, tout le monde serait prêt à accepter ceci.

Commercialisation exagérée. Un autre moyen de travailler au nettoyage des ondes, c'est de faire la guerre aux pratiques d'une commercialisation exagérée. Si les revenus provenant des commanditaires sont pratiquement indispensables, il importe tout de même de faire une guerre impitoyable aux pratiques disgracieuses. L'ACELF souhaiterait que l'organisme responsable de l'utilisation des ondes au Canada revise les règlements relatifs à la publicité et rédige un code plus serré qui fasse respecter davantage le bon goût et la personnalité des auditeurs. Nous croyons que l'on pourrait limiter la durée de l'annonce sans nuire à son efficacité au point de vue du commanditaire, pourvu qu'un barème uniforme soit établi. Nous favoriserions enfin une plus stricte vigilance et des sanctions pour assainir les pratiques publicitaires.

THE CHAIRMAN: Once again, Father Cormier, you are probably aware that it is very difficult to legislate for good taste?

R. PERE CORMIER: Je me demande si...

THE CHAIRMAN: I am not questioning the desirability of it...

REV. FATHER CORMIER: Yes.

THE CHAIRMAN: But this is one of the great problems. You can limit the time more easily than you can specify the quality.



REV. FATHER CORMIER: Right.

COMMISSIONER STEWART: A lot of advertisements have been stated to me as being subtly deceitful, which is very difficult to get over or legislate against.

R. PERE CORMIER: Bien, là, évidemment, il s'agit dans ce cas-ci encore, il s'agit d'une question, je crois, de psychologie collective, et je crois qu'en faisant pression, si tous les responsables des services faisaient pression pour essayer d'assainir...il y a un style publicitaire qui est acceptable, et un autre qui est abrutissant, alors je crois qu'il y a tout une éducation à faire, et comme différents moyens, je me demande si les responsables de la radio peuvent faire ça, mais si on lançait des mots d'ordre dans le public, pour essayer de nous débarrasser de cette littérature, de ces superlatifs écrasants et dégoûtants dont on est trop souvent victime. Il y a, comme vous dites, la question de temps. Je crois, pour cela, qu'on pourrait légiférer là-dessus. Il y a des exemples qui nous édifient. Je me rappelle...il y a un programme, Singing Stars, par exemple, il y a une petite annonce très délicate au début et à la fin du programme; cela met en évidence très bien la compagnie qui annonce, mais il n'y a pas cette avalanche de superlatifs qui dégoûtent tout le monde, et je crois qu'à la télévision c'est peut-être pire encore qu'à la radio, parce qu'on nous présente des choses qui ne sont pas intéressantes à voir; on interrompt un programme qui peut être excellent lui-même, avec l'intérêt centré sur l'écran, et puis on nous arrive avec une boîte de cigarettes, ou un morceau de savon qu'on tourne en tous sens. Cela devient ahurissant. Je crois que pour assainir





la production de la radio, il y aurait vraiment quelque chose de bon à faire.

Ensuite, nous traitons de la radio, de la télévision et de l'enseignement. Nous considérons cette section très importante, et je vais m'y attarder, si vous le voulez.

La radio et la télévision se doivent d'apporter une sérieuse contribution aux sciences pédagogiques. Leur utilisation comme moyens d'enseignement offre de grandes possibilités, et je crois qu'on a à peine commencé à utiliser la radio et la télévision pour fins d'éducation. On a d'ailleurs déjà tenté quelques expériences au pays. Il serait souhaitable que l'on poursuive plus avant les recherches en ce domaine.

Il nous semble cependant très important de faire ici une mise au point. Si nous considérons, non pas l'éducation au sens large, mais l'instruction au sens strict, nous devons distinguer deux catégories d'émissions.

D'abord, celles où peuvent facilement se confondre instruction, informations, documentation, et qui s'adressent surtout aux adultes, étudiants ou non: programmes d'information générale, documentaires, émissions parascolaires comme la plupart de celles de Radio-Collège. L'ACELF ne saurait s'opposer à des émissions de ce genre par Radio-Canada, pourvu qu'on s'abstienne d'empiéter sur la catégorie suivante.

Or, la deuxième catégorie a trait aux émissions qui portent directement sur les matières scolaires, que ces émissions passent pendant les heures de classe ou à un autre moment. L'ACELF croit avec



fermeté que les émissions scolaires sont strictement du domaine provincial et que Radio-Canada devrait en laisser entièrement l'initiative et l'organisation aux autorités scolaires provinciales qui manifesteraient le désir de s'engager dans cette voie. Nous croyons même que Radio-Canada devrait offrir certaines périodes aux provinces et leur laisser ensuite les mains complètement libres dans l'organisation de telles émissions scolaires.

M. TURCOTTE: Ne croyez-vous pas, Père, que c'est le cas actuellement?

R. PERE CORMIER: Bon, c'est justement ce que j'allais dire, ce que j'allais ajouter, c'est que je crois que je suis plus familier avec ce qui se fait dans les Provinces Maritimes, cette politique est adoptée à notre satisfaction dans la région, là-bas, mais je crois que dans tout le pays, je ne veux pas lancer de pierre à qui que ce soit, mais je crois que dans tout le pays, on n'utilise pas de la même façon la radio pour fins d'enseignement.

M. TURCOTTE: On le fait dans l'Ouest, je pense. Aussi en Alberta et en Saskatchewan, notamment, et ailleurs, sans doute.

R. PERE CORMIER: Oui. Je ne sais pas si mes compagnons ont quelque chose à ajouter.

M. RICHARD BERGERON: Je crois avoir vu moi-même que Radio-Canada avait procédé en consultant les autorités scolaires provinciales dans chacun des cas, je crois. Alors, c'est ce qui se fait et c'est ce que nous voulons, surtout dans le mémoire, c'est



d'insister sur cette politique-là que nous trouvons la bonne.

M. TURCOTTE: Vous trouvez cela très satisfaisant? Vous trouvez que cette façon de procéder est très satisfaisante?

M. BERGERON: Oui.

REV. PERE CORMIER: Chez nous, ce que je connais, ce que nous avons dans la région, c'est que Radio-Canada met ses techniciens, je pense, les fils pour la production des programmes, je crois que c'est Radio-Canada qui organise le réseau aussi et puis qui fournit les enregistrements, ou facilite enfin les enregistrements des programmes, mais l'organisation des programmes même se fait par les autorités des ministères de l'Instruction publique dans les quatre provinces, et même nous avons un service en langue française au Nouveau-Brunswick. C'est le ministère de l'Instruction publique qui prend l'initiative de l'organiser. Alors, moi, je trouve que c'est entièrement satisfaisant, cet arrangement-là, et cela n'empiète pas, à mon sens. Alors, je vais demander l'avis de mes collègues de la province de Québec, alors si cela n'empiète pas sur quoi...ce fameux problème de l'autonomie provinciale en matière d'éducation.

Ensuite, il y a la valeur éducative des émissions télévisées. En raison de la puissance évocatrice de l'image, que la valeur culturelle et morale des émissions télévisées soit l'objet d'une constante préoccupation, surtout dans le cas de programmes destinés aux enfants, et je crois que là, il y aurait vraiment quelque chose à faire, et nous





allons venir au numéro 7 tout à l'heure, un comité pédagogique consultatif. Je crois qu'il y aurait du travail à faire, un travail de vigilance pour assainir ou surveiller les programmes de télévision, surtout ces coups de pistolets qu'on entend. Moi-même je n'écoute pas fréquemment la télévision, et je n'ai pas le temps de suivre cela, mais les rares occasions où j'ai pu la voir, eh! bien, il y avait des programmes aux heures justement où les enfants peuvent les suivre, des programmes qui, à mon sens, sont nuisibles au caractère de l'enfant, programmes où l'émotivité peut être surexcitée et puis où la vue de crimes peut les entraîner au mal. Je crois que ce n'est pas éducatif du tout.

M. TURCOTTE: Trouvez-vous beaucoup de ces programmes actuellement à la télévision, soit en français, soit en anglais, ou est-ce simplement une mise en garde que vous faites, dans des cas hypothétiques, une mise en garde pour l'avenir, ou dans le moment, estimez-vous qu'il y a déjà beaucoup trop de programmes de cette nature, en anglais ou en français?

R. PERE CORMIER: Oui, moi, je trouve qu'il y en a trop.

M. TURCOTTE: Dans une langue ou l'autre, ou davantage dans une langue que dans l'autre?

R. PERE CORMIER: Maintenant, c'est assez difficile pour moi de répondre, parce que comme je vous dis je mets très peu de temps à suivre les programmes, mais je peux vous dire qu'hier soir j'ai ouvert l'appareil pendant un quart d'heure, vingt minutes, et il y avait justement le type de programme contre lequel je voudrais m'insurger, parce que je trouve que c'est très mauvais.



M. TURCOTTE: Est-ce en français ou en anglais?

R. PERE CORMIER: En anglais.

M. BERGERON: Je crois bien aussi qu'il y a une question de dosage, parce que je ne crois pas qu'on puisse dire, en tout cas, personnellement, je ne crois pas qu'on puisse dire qu'on présente des émissions qui soient fondamentalement mauvaises. Il y a probablement une question de dosage. C'est pourquoi dans notre mémoire nous précisons qu'en préconisant la valeur éducative des programmes, nous n'entendons pas réclamer d'une façon exclusive des émissions formellement instructives. Lorsque nous parlons de culture, il n'est pas question de bourrer en quelque sorte, si vous excusez l'expression, de bourrer les auditeurs de connaissances à assimiler.

R. PERE CORMIER: Ce n'est pas une école.

M. BERGERON: Oui. La radio et la télévision doivent offrir des heures purement récréatives et qui n'en restent pas moins formatrices à un certain point, ne serait-ce que par la détente que ces heures-là apportent. Alors, c'est une précaution, pour n'avoir pas l'air évidemment de souffrir de déformation professionnelle, parce que nous sommes dans le domaine de l'éducation.

R. PERE CORMIER: Je crois que quand il s'agit de production de programmes, évidemment, c'est toujours plus facile de parler aux passions, d'essayer d'éveiller, de capter l'intérêt par des démonstrations à coups de poing ou à coups de revolver, c'est la brutalité qui nous intéresse, qui nous capte, mais je crois que ces programmes-là sont de nature à faire du tort aux enfants; si l'on se place au point de vue



pédagogique, cela peut être déformateur.

M. BERGERON: Par leur exagération seulement. Si d'autre part on semble croire qu'il y a peut-être un peu trop de ces émissions-là au poste anglais, moi, je me demande si au poste français nous ne souffrons pas du mal contraire quand on présente - évidemment, c'est très général, ça, parce qu'il y a d'excellentes émissions - mais quand on nous présente ou plutôt qu'on présente des émissions aux enfants, je pense que nous sommes gâtés, nous d'esprit latin, à faire, à leur montrer quelque chose, et je me demande si cela n'explique pas pour une bonne part le fait que beaucoup de nos enfants délaissent beaucoup certaines émissions bien faites du poste français pour aller voir des émissions du poste anglais qui, évidemment, répondent un peu plus à leur besoin de détente et de récréation. Alors, il y aurait peut-être, du côté du poste français, à penser à cet aspect qui reste formateur, je le répète, mais qui est très important; après une journée de travail, moi-même, si je regarde la télévision pendant une demi-heure, je n'ai pas le goût, à ce moment-là, d'entendre une conférence extrêmement sérieuse, mais je vous avoue que de temps en temps je vais regarder un western pour me détendre. C'est le dosage évidemment qu'il faut surveiller.

M. TURCOTTE: Vous parlez maintenant des programmes en général, nous nous écartons des programmes pour enfants, en ce moment. Diriez-vous que la règle s'applique dans les deux cas, peut-être, ou diriez-vous, si vous parlez des programmes pour enfants, vous pensez sans doute à votre expérience personnelle, à votre expérience d'adulte, tout de même que c'est le même cas?





M. BERGERON: Non, je trouve que cela s'applique plus aux enfants, mes remarques s'appliquent plus aux programmes pour enfants.

R. PERE CORMIER: Cette remarque nous a été suggérée par plusieurs personnes, je pense que c'est à une réunion de notre comité exécutif, où nous étudions justement cette affaire-là, et puis on nous avait demandé d'insister là-dessus, mais je sais d'autre part, mon expérience personnelle qui est très limitée en fait de programmes, j'ai vu des choses qui ne sont pas moralement mauvaises, ce n'est pas sur le point de vue moral que nous insistons, mais surtout sur le point de vue pédagogique, mais je crois que c'est nuisible à l'enfant. C'est un peu le même problème peut-être que les comics qui, à mon sens, sont très déformateurs en général, parce qu'on s'adresse à l'imagination de l'enfant, on heurte son émotivité, et puis peut-être qu'on l'oriente vers des préoccupations qui peuvent être dangereuses.

Ensuite, nous suggérons des télé-clubs, qui seraient.. Je pense qu'au Canada, à ma connaissance, nous n'en avons pas. Je sais qu'il s'est fait une expérience, je crois que c'est l'UNESCO qui a conduit une expérience avec d'excellents résultats. Je crois qu'on pourrait organiser de ces télé-clubs dans le genre des ciné-clubs que nous avons ici, pour aider à différentes catégories de personnes à discuter des problèmes. Ce serait comme des cercles d'études, où la télévision aurait son rôle à jouer. Je crois que c'est tout une technique, et cela supposerait des animateurs, des réalisateurs spécialisés,



comme nous l'avons indiqué, en psycho-sociologie des loisirs. Je crois qu'il y aurait beaucoup à faire, surtout pour l'éducation des adultes. Dans ce domaine, la télévision pourrait rendre d'énormes services. Il faut que cela se réalise, et c'est justement l'initiative que la radio devrait faire, retenir les services de ces réalisateurs et de ces animateurs.

M. TURCOTTE: Qu'entendez-vous par télé-clubs? Comment est-ce que cela fonctionne, en France, des télé-clubs?

R. PERE CORMIER: Cela serait comme des cercles d'études qui seraient organisés, peut-être surtout dans les milieux ruraux, mais cela pourrait être des ouvriers, quelque chose comme les Farm Forums. Vous avez...vous devez avoir quelque chose dans la province de Québec.

Me DE GRANDPRE: On en a entendu parler dans l'Ouest. Lorsque les programmes qui s'adressent aux agriculteurs sont présentés, on invite un groupe de cultivateurs à se réunir dans une maison ou dans un milieu en particulier, et le groupe écoute le programme, et à la fin du programme, une discussion s'engage et l'on fait rapport à Radio-Canada du résultat de la discussion?

R. PERE CORMIER: Oui, c'est ça.

M. TURCOTTE: C'est ce que vous envisagez?

R. PERE CORMIER: Oui.

Me DE GRANDPRE: Croyez-vous que c'est le rôle de Radio-Canada d'organiser les télé-clubs, ou si les télé-clubs ne doivent pas plutôt être organisés d'abord, pour que Radio-Canada les alimente par la suite? C'est une question de priorité, si vous



voulez, mais je me demande si l'initiative ne doit pas venir des associations de fermiers ou des groupes d'ouvriers, ou d'autres groupes, plutôt que d'imposer tout le fardeau à Radio-Canada, qui en a déjà suffisamment?

R. PERE CORMIER: Oui, je crois que c'est exact, mais il faudrait tout de même avoir des personnes spécialisées, je crois que c'est un service que Radio-Canada pourrait tout de même assumer, préparer avec des réalisateurs, peut-être des réalisateurs spéciaux, en tout cas, des personnes qui seraient affectées à ce travail qui consisterait à susciter, à provoquer l'organisation de ces télé-clubs.

M. BERGERON: Il faut que les télé-clubs en puissance sachent qu'ils seront alimentés.

M. TURCOTTE: Qui serait l'agent de liaison entre Radio-Canada et les différents télé-clubs?

R. PERE CORMIER: Oui.

M. TURCOTTE: Les prévenant des programmes à venir et des sujets de discussion?

R. PERE CORMIER: Oui. Vous avez du personnel, il y a, n'est-ce pas, un personnel à Radio-Canada qui va s'occuper des pêcheries, un commentateur. Cet homme-là, évidemment, s'il veut garder, avoir, développer ce sens concret, il va aller visiter les régions de pêcheurs, c'est justement un homme de liaison, une espèce de fieldman qui va aller organiser ou aider à organiser, stimuler l'organisation de ces télé-clubs.

M. TURCOTTE: Et vous prévoyez des programmes spéciaux à l'intention de ces télé-clubs, ou simplement





ces télé-clubs pourraient s'exercer sur les programmes existants?

R. PERE CORMIER: Cela dépend, il pourrait déjà y avoir des programmes existants, ou il pourrait surtout avoir ce qu'on voudrait aborder. Ces télé-clubs auraient vraiment un but éducatif, cela supposerait des programmes spéciaux, par exemple des mouvements..toutes les questions de relations ouvrières, les ouvriers seraient intéressés à discuter cela. Vous auriez un expert qui va faire un exposé, ou enfin produire une scéynète ou un programme qui serait de nature à intéresser les ouvriers, et après coup, il faudrait avoir les animateurs qui viennent parmi les ouvriers, qui seraient entraînés et qui pourraient diriger la discussion. Et pour ma part, je vois qu'il y aurait des animateurs spéciaux, il y aurait aussi, pour que cela fonctionne sur un plan de plus d'envergure, des écoles qu'on pourrait organiser pour former des animateurs dans les régions, comme cela se fait par exemple pour les cercles d'études dans le mouvement coopératif, il y a des écoles d'entraînement pour ces animateurs, et lorsqu'ils retournent dans leurs maisons, ils sont capables de diriger une discussion, de diriger un forum, et je crois que ce serait un excellent moyen de faire bénéficier la population en général.

Me DE GRANDPRE: Toujours à l'instigation des mouvements ouvriers?

R. PERE CORMIER: Oui.

Me DE GRANDPRE: Ou des mouvements de fermiers?

R. PERE CORMIER: Parfaitement.



Me DE GRANDPRE: Une fois ce noyautage fait, il appartiendrait à Radio-Canada, par la suite, d'alimenter par des programmes ces groupes qui seraient formés un peu partout?

R. PERE CORMIER: Oui, mais je pense que j'irais un peu plus loin que vous; c'est qu'il ne faudrait pas que Radio-Canada ou enfin les postes de radio en général attendent que la demande soit faite, et je crois que là Radio-Canada pourrait peut-être faire un premier pas et stimuler les groupements à organiser ces télé-clubs.

Me DE GRANDPRE: Vous voyez ces mouvements en parallèle pour que les deux progressent en même temps, au lieu que l'un prenne de l'avance sur l'autre?

R. PERE CORMIER: Oui.

Me DE GRANDPRE: Et que Radio-Canada ait tout un déploiement de programmes qui s'adresseraient à des télé-clubs inexistants?

R. PERE CORMIER: Oui.

Me DE GRANDPRE: Ou que d'un autre côté les télé-clubs existants ne puissent pas s'approvisionner de programmes au moment opportun?

R. PERE CORMIER: Oui. Je sais que j'ai lu une expérience qui a été faite en France, et je trouve que c'est excellent, et je crois que c'est l'UNESCO qui a publié un volume à ce sujet.

Comité pédagogique consultatif. A cause du rôle éducatif de la radio et de la télévision, nous croirions opportun que Radio-Canada instituât, au moins pour les programmes du réseau français, des comités pédagogiques consultatifs, sur les plans



national, provincial et même régional, composés de représentants d'organismes d'envergure nationale et d'éducateurs de marque; ces comités auraient pour but d'étudier et d'exploiter toutes les formules éducatives utilisables à la radio et à la télévision.

M. BERGERON: Ces comités pédagogiques, eh! bien, feraient une critique constructive, objective, si je peux dire, des émissions que les gens désirent, que Radio-Canada projette de donner ou qu'il a commencé à donner, et ce serait une façon de les éclairer à mesure. Je dis cela d'après le témoignage de certains amis que j'ai à Radio-Canada, qui s'occupent d'émissions pour enfants, et qui d'eux-mêmes trouvaient que cela aurait été utile dans certains cas, quoiqu'il y ait déjà des gens qui connaissent leur affaire et qui sont bien préparés et qui disent avoir eu des réactions de l'extérieur par un certain comité spécialisé comme ça, des comités d'éducateurs de de psychologues.

R. PERE CORMIER: Ensuite, nous prenons la troisième partie de notre mémoire et nous étudions le problème de la population de langue française. Je vous ai dit nos préoccupations sur l'aspect éducatif, et l'autre, c'est la population de langue française. Alors, nous divisons cela en deux. Nous parlons de la radio. En ce qui concerne la radiophonie, on a déjà adopté le principe d'une radio française, mais comme le remarquait la Commission Massey, tout n'est pas fini. Je crois que les recommandations qui ont suivi le rapport de la Commission Massey ont eu de très heureux résultats. On signale comme exemple l'établissement du poste CBAF à Moncton. Il y a





aussi l'organisation du réseau français, une émission correspondant au programme Wednesday Night, et puis aussi l'établissement des postes de l'Ouest. Ce sont des recommandations de la Commission Massey qui ont été mises à exécution depuis la publication du rapport, mais la tâche est loin d'être terminée. Il y a encore des groupes importants qui ne sont pas desservis dans leur langue maternelle.

Maintenant, ici, je voudrais ouvrir une parenthèse. Nous avons essayé de faire une enquête très poussée pour étudier, pour présenter quelque chose de plus concret. Nous aurions voulu présenter à votre Commission un tableau basé sur les statistiques du recensement de 1951, et la première chose que nous voulions faire, c'était de montrer que les groupes de Canadiens français sont habituellement assez compacts, ils ne sont pas répartis sur tout le territoire. Alors, si l'on devait donner satisfaction à la presque totalité de la population canadienne, on n'aurait pas à multiplier les postes de radio et de télévision sur toutes les parties du territoire. Mais c'est assez extraordinaire de voir comment la population est groupée par petits noyaux. Alors, nous avons un tableau dans lequel nous avons établi vingt-quatre groupes en dehors de la province de Québec - on ne tient pas compte de la province de Québec, parce que je crois que les services sont satisfaisants dans la province de Québec - mais en dehors du Québec, vingt-quatre groupes dont plusieurs sont déjà desservis et dont un certain nombre, bien je crois, on peut dire - je ne voudrais pas que cela soit répété à l'extérieur, c'est très délicat ce que je dis là - mais en tout cas,



pour certains groupes, il n'y a pratiquement rien à faire, soit parce que la population n'est pas assez nombreuse ou, dans certains cas, les gens parlent plutôt l'anglais, et s'il y avait des programmes de refrancisation qui existaient pour ces groupes-là, peut-être qu'il y aurait question de demander quelque chose pour la radio, mais on trouve qu'il n'y a pas de recommandation à faire. Alors, cela se résume à très peu de choses. Maintenant, nous avons ici ces vingt-quatre régions avec la population totale; ensuite les services de radio et de télévision qui existent déjà et ce que nous recommandons et l'ordre d'urgence.

M. TURCOTTE: Allez-vous nous déposer ce document?

R. PERE CORMIER: Pardon?

M. TURCOTTE: Allez-vous nous produire ce document?

R. PERE CORMIER: Voici. Je voudrais vous expliquer la situation. Vous savez, c'est un travail très considérable, il y a eu beaucoup d'ouvrage de fait là-dedans, mais ce que je trouve, c'est que moi, personnellement, je ne serais pas satisfait, je ne voudrais pas présenter ça comme quelque chose d'absolument définitif. On nous a fortement recommandé de le mettre entre vos mains, mais je ne voudrais pas que ce soit publié, parce que c'est très délicat. Un groupe par exemple...vous allez aller dans une région et les gens de cette région vont dire, vont insister pour un poste de télévision ou de radio. Alors, nous voyons ça dans une très large perspective, et nous



considérons le bien commun de toute la population, et non pas particulièrement tel ou tel petit groupe. Alors, c'est très délicat. Si vous aimez à faire ceci, je peux vous en laisser une copie; peut-être que cela vous rendrait service. Je ne devrais pas dire vous rendre service, mais en tout cas, cela pourrait être intéressant pour vous...

M. TURCOTTE: Cela pourrait rendre service à la population?

R. PERE CORMIER: Oui. Il y a des renseignements qui nous manquent, surtout pour une des sections du pays, c'est très difficile...une des régions.

MR. DE GRANDPRE: Could it be filed on a temporary basis, Mr. Chairman?

THE CHAIRMAN: It can either be filed on a temporary basis, or we can wait until it is completed.

REV. FATHER CORMIER: I could leave a copy with you now and we might work on it and present it later as a more definite document.

THE CHAIRMAN: This will be quite satisfactory, and when it is ready, we will be grateful to have it. This is tentative at the moment?

REV. FATHER CORMIER: Yes, there is some information we have not got now.

THE CHAIRMAN: Let us leave it this way so we understand each other, it is accepted now; we will not mark it as an exhibit, but when you reach a more definitive schedule, we will add it to the brief.

M. TURCOTTE: Est-ce en trois exemplaires?

R. PERE CORMIER: Vous aimeriez en avoir trois?

M. TURCOTTE: Bien, je ne sais pas...





R. PERE CORMIER: Non, c'est un seul document en trois pages. Je pourrais vous en laisser un autre, si vous le voulez. Maintenant, je ne sais pas si vous aimeriez que nous étudions cela actuellement. Voulez-vous que nous nous arrêtions à ce tableau-là?

M. TURCOTTE: Je suis entre vos mains; personnellement, cela m'intéresse beaucoup.

REV. FATHER CORMIER: Would you like us to elaborate somewhat?

THE CHAIRMAN: If there is some special elaboration you can do, but I think we are going to have to study this and we will look at this one later and also at the final copy, when it comes, unless you have some specific points on it.

REV. FATHER CORMIER: I see. Ce qui est important, je trouve, là-dedans, c'est/<sup>ce</sup>que nous avons essayé de déterminer nous-mêmes. Maintenant, nous n'avons pas d'autorité pour dire si à tel endroit il devrait y avoir un poste, mais enfin, en nous plaçant dans une perspective très large, déterminer où nous croyons qu'il devrait y avoir de meilleurs services au point de vue radio et télévision pour la population de langue française, et nous avons essayé d'être, vous savez, comment dirais-je cela, peu exigeants, c'est-à-dire, je trouve que c'est très équitable ce que nous présentons là. On a essayé de ne pas exagérer nos recommandations, mais de demander quelque chose qui répond à un réel besoin.

THE CHAIRMAN: Am I right in thinking that in your last column you set forth...

REV. FATHER CORMIER: The reasons...



THE CHAIRMAN: The reasons and the recommendations as to what you think is practicable now and in the future?

REV. FATHER CORMIER: That's right.

THE CHAIRMAN: I think it is clear enough, I think it is something that you want to sit down and study.

R. PERE CORMIER: Ensuite, nous parlons de télévision. Dans le domaine de la télévision, nous en sommes sans doute encore à la période de démarrage; et il est peut-être prématuré de se plaindre si tôt de lacunes. Cependant, comme la Commission aura à formuler des recommandations pour l'avenir, nous la prions d'incorporer dans son rapport le vœu suivant: Que l'on prévoie l'établissement d'un réseau français de la télévision semblable à celui de la radio, de façon à permettre aux groupes de langue française insuffisamment denses de bénéficier de la télévision dans leur langue maternelle.

Comme les Canadiens français, même en dehors du Québec, se localisent en général dans des régions assez nettement circonscrites, ce qui paraît dans le tableau que je vous ai présenté tout à l'heure, il suffirait d'un nombre restreint de postes pour que la presque totalité de la population d'expression française du pays puisse capter des émissions produites en français. Grâce au phénomène de la concentration de la population canadienne-française, quelques postes aux endroits stratégiques répondraient aux besoins immédiats, et dans le tableau, vous voyez cela.



En formulant cette requête, nous n'avons pas en vue un poste d'émission avec studio complet pour chaque région, ce qui, nous le comprenons bien, serait coûteux d'installation et d'opération. Nous pensons plutôt à des postes de relais, rattachés au système de transmission par micro-ondes, en voie d'établissement.

On nous laisse entendre que le projet actuellement en cours d'exécution ne relierait que les postes de la province de Québec; à l'est, le réseau se terminerait à Rimouski, pratiquement aux frontières du Nouveau-Brunswick, privant la population acadienne des émissions provenant du Québec; il en serait de même dans le cas des groupes canadiens-français établis à l'ouest d'Ottawa. L'ACELF déplore cet exclusivisme, et prie la Commission de recommander l'extension du réseau par micro-ondes. Cette dernière recommandation est une des plus fortes que nous voulons faire, et je puis signaler comme exemple le cas qui m'intéresse personnellement, plus que tout le reste; ce système de micro-ondes doit passer dans la région de Moncton, que j'habite, et si l'on ne prévoit pas l'établissement d'un poste français dans notre région, qui est très importante, il me semble que c'est tout à fait anormal. Nous avons une population de soixante mille personnes de langue française dans la région, et puis je trouverais que cela serait très important de les desservir de façon convenable. Actuellement, il y a un poste de télévision de langue anglaise dans la région. Je crois qu'on prévoit, il y a un canal privé aussi pour un deuxième poste à Moncton. Bien, je trouverais que





cela serait très important de le faire, et je trouve, étant donné qu'il y a déjà un poste de radio de langue française, le poste de radio canadien CBAF, si l'on établit pas actuellement un poste de télévision à Moncton, vous avez tout le personnel, les personnes, les techniciens qui sont déjà là, le local qui va être utilisé, et ce n'est pas une dépense très élevée, au moins pour l'installer et puis l'opération aussi. Maintenant, on y reviendra tout à l'heure.

Si la transmission par micro-ondes en dehors du Québec devrait être retardée, nous prierions les autorités de procéder à l'établissement de télécinés - je ne sais pas si je devrais dire kinés au lieu de cinés. Malgré les retards et autres inconvénients inhérents à cette formule, elle aura au moins l'avantage d'assurer à ces groupes une réception dans la langue maternelle, en attendant une formule meilleure. Maintenant, je voyais un article dans le journal, et c'est la semaine dernière, où l'on signalait l'utilisation de rubans magnétiques pour la reproduction de programmes de télévision. Alors, je crois que cela sera encore moins dispendieux; en tout cas, qu'il y ait un service semblable pour les Canadiens de langue française, là où on ne peut établir un poste complet.

Relativement à la télévision française en dehors du Québec, nous voudrions soumettre les considérations suivantes:

Nous déconseillons la formule des postes bilingues, qui s'est avérée une source de mécontentement aussi bien pour le groupe majoritaire que pour la minorité. Je crois que cette formule n'est pas acceptable.



S'il est sage d'éviter une multiplication d'émetteurs dans les petits centres, on devrait facilement concéder l'autorisation d'établir deux postes dans les milieux bilingues, pourvu que l'un des deux soit de langue française et l'autre de langue anglaise. J'ai l'impression que la politique de Radio-Canada, c'était de ne pas accorder deux postes dans la même ville, mais je crois que j'ai fait erreur, et je crois que Radio-Canada, que le Gouvernement, le Parlement serait prêt à suivre ce principe que nous recommandons.

Parce que la situation désavantageuse des groupes minoritaires rend souvent prohibitif le financement de postes privés de télévision, il nous paraît équitable que la Société Radio-Canada accueille avec une bienveillance particulière les requêtes provenant de ces groupes. Cela coûte très cher de produire une émission... Eh! bien, si l'on veut justifier ce coût dans la production, il me semble qu'il faudrait essayer d'avoir le plus d'auditeurs possible.

Problèmes d'ordre administratif et financier. Bien que ces problèmes ne concernent qu'indirectement notre Association, nous pensons devoir formuler, à la lumière de ce qui précède, nos positions sur ce qui semble être l'objet plus précis de la présente enquête.

Préconiser le caractère canadien de nos émissions, plus de programmes éducatifs, un service plus équitable pour les Canadiens français, c'est recommander des mesures coûteuses. Cependant, nous croyons que ces dépenses se justifient. Nous préconisons ici, nous demandons de conserver le caractère canadien de nos émissions, et puis, évidemment, nous demandons des choses qui sont coûteuses. Alors, nous



trouvons que ce sont des dépenses qui en valent la peine.

Nous déconseillons la prime attachée aux permis de réception; mais nous suggérons le maintien de la commandite, et aussi le maintien de la taxe d'accise de 15% sur le prix de vente des appareils récepteurs de télévision. Nous n'hésitons pas à recommander que les subventions statutaires à la Société Radio-Canada soient augmentées; cette attitude est dictée par l'importance de la radio et de la télévision dans la vie canadienne en général. Les contribuables bénéficient de ces services de multiples manières -- économiques et autres -- et il est normal que le Trésor public aide au perfectionnement de techniques qui contribuent si puissamment à cultiver la variété et la richesse de la vie canadienne.

Quant aux problèmes d'ordre administratif, eh! bien, là, c'est une question un peu difficile pour nous. Nous avons déjà signalé, à deux reprises, que ce n'est pas notre domaine, mais nous recommandons le maintien du régime que nous avons actuellement. Je dois dire qu'il y a une chose que nous aimerions signaler. Nous savons les discussions qui peuvent avoir lieu, les discussions qu'il y a entre les postes privés et Radio-Canada, et nous voulons signaler notre appréciation des services qui sont rendus par les postes privés. Nous nous rendons compte que Radio-Canada n'aurait pu seul établir les réseaux existants au pays. Nous considérons l'entreprise privée en ce domaine comme indispensable, et nous exprimons le vœu, premièrement, que s'intensifie l'esprit





d'étroite collaboration entre les postes d'Etat et les postes privés; deuxièmement, en principe, nous ne recommandons pas une représentation des postes privés au sein du bureau des gouverneurs de Radio-Canada, et en voici la raison: c'est que nous jugeons préférable de conserver au bureau une indépendance d'influence commercialisante.

Par ailleurs, nous souhaiterions que Radio-Canada aide de toutes façons possibles à améliorer le rendement des postes privés et améliorer leurs conditions financières lorsqu'une sérieuse enquête aura prouvé qu'ils sont dans le besoin. Il y a différents moyens de le faire. A titre d'exemple, on peut signaler ceci: en offrant des services de réalisateurs bien qualifiés, des réalisateurs ambulants qui pourraient aider les postes privés. Peut-être aussi serait-il opportun de partager plus généreusement les recettes qui proviennent de la commandite, de la publicité, lorsqu'un poste privé diffuse des programmes commandités. Peut-être aussi payer des frais de production lorsque des talents locaux passent sur tout le réseau. En tout cas, je pense que notre position est assez bien définie. Les postes privés ont joué un très beau rôle et sont très importants. Nous aimerions tout de même conserver à Radio-Canada son indépendance de toute influence trop commercialisante, mais par ailleurs nous voudrions voir les postes privés qui sont dans le besoin recevoir peut-être les services les plus urgents, en tout cas qu'ils soient dans une meilleure position pour rendre les services qu'ils sont appelés à rendre.



THE CHAIRMAN: Thank you very much, Father Cormier. Have you any questions, Mr. de Grandpré?

MR. DE GRANDPRE: Just two or three questions, Mr. Chairman, that I would like to touch.

Il y a une objection qui nous a été faite sur la commandite des programmes pour enfants. Etant donné que vous en avez traité assez longuement, je voudrais avoir votre réaction sur ce problème-ci. Est-ce que vous trouvez que les programmes d'enfants ne devraient jamais être commandités, étant donnée la trop grande réceptivité de l'enfant et, par ricochet, l'influence indue que l'enfant peut avoir sur ses parents, au point de vue achat et commercialisation? Est-ce que vous avez étudié ce problème-là?

R. PERE CORMIER: Nous ne l'avons pas étudié. Ma première réaction, c'est que je ne serais pas catégorique en disant non, certainement.

Me DE GRANDPRE: Vous mettriez plutôt le radio-diffuseur en garde contre une annonce trop tronquée dans les programmes d'enfants?

R. PERE CORMIER: Oui. Il y a toujours possibilité de faire une annonce d'ordre éducatif, et c'est très facile à faire avec les enfants, de présenter quelque chose sous une forme éducative, même non parlée, avec l'annonce, mais seulement le raisonnement, la façon de présenter l'annonce, vous savez, serait peut-être un moyen d'éducation, même en l'occurrence.

Me DE GRANDPRE: Mais il faudrait que la pédale soit plutôt douce au cours des programmes d'enfants, comparativement à la commandite des programmes d'adultes? Je vois que vous ne semblez pas d'accord, vous semblez avoir des doutes, plus ou moins?



M. L'ABBE BLUTEAU: Je trouve que c'est très difficile à réaliser, en recommandant un article qu'on veut vendre auprès de l'enfant, tout simplement pour l'éduquer avec ça, je verrais très bien au début du programme une annonce "ce programme a été payé ou commandité par.." et le nom de la maison ou le nom du manufacturier, mais c'est tout.

Me DE GRANDPRE: Vous ne voudriez pas qu'on aille plus loin dans la commandite des programmes d'enfants?

M. L'ABBE BLUTEAU: Si l'annonce était en tous points vraie, je n'aurais pas beaucoup d'objection, mais l'annonce est, soixante-dix pour cent du temps, fausse, pas simplement par des superlatifs, mais fausse. Alors, là, c'est nocif au point de vue éducateur.

R. PERE CORMIER: Si l'on appliquait le principe dont on parlait tantôt, en venir à une annonce plus discrète, plus délicate, je crois qu'il faudrait davantage essayer de le faire, lorsqu'il s'agit de programmes d'enfants, mais il me semble qu'en principe il a été couramment dit que les programmes pour enfants ne devraient pas être, qu'on ne devrait pas pouvoir recevoir d'argent pour, pourvu que cela soit fait discrètement.

Me DE GRANDPRE: Maintenant, quant aux comités pédagogiques que vous suggérez, est-ce que vous croyez que c'est réellement d'un comité pédagogique dont il s'agit, ou s'il ne s'agit pas plutôt de directeurs de programmes qui soient parfaitement au





courant des programmes d'éducation en général? J'ai toujours compris que la pédagogie, c'était l'enseignement, et cela me semble être incompatible avec l'objection, la contradiction que vous avez soulignée dans votre mémoire quant au domaine de l'éducation qui est définitivement du ressort provincial, du ressort des provinces, et je vous avoue qu'à lire le mémoire tel qu'il est constitué, préparé, j'ai trouvé que c'était une antinomie, que de demander un comité pédagogique à Radio-Canada, alors que deux paragraphes plus haut, vous avez fait ressortir clairement que le domaine pédagogique n'était pas du ressort de Radio-Canada?

M. L'ABBE BLUTEAU: De toute façon, même si l'éducation relève des provinces, on a des émissions radiophoniques ou de télévision dans le domaine culturel; et il pourrait y avoir des pédagogues, et plus que cela, j'irais plus loin, non seulement des pédagogues, mais des gens qui sont actuellement dans l'éducation pour avertir quand cela peut nuire ou au caractère de l'enseignement qui doit se donner dans telle ou telle province, ou aux jeunes enfants. S'il y avait des psychologues, et il y en a d'excellents à Radio-Canada, des psychologues préparés à fond, ils sont excellents, mais s'ils sont sortis du domaine de l'éducation depuis un certain nombre d'années, ils ne s'occupent pas de tout ce qui se passe actuellement, dans les circonstances actuelles, il faudrait qu'il y ait des représentants, qu'on les appelle membres d'un comité pédagogique ou autrement, des représentants pour leur dire quelles sont les cir-



constances actuelles dans lesquelles les enfants qui vont à la classe ou au collège ou à l'université, dans quelles circonstances ils sont, et quelles sont les réactions.

Me DE GRANDPRE: Est-ce que vous croyez que c'est par le truchement d'un comité consultatif que vous allez obtenir ces résultats-là, ou si ce n'est pas plutôt le travail des associations comme la vôtre de faire des représentations auprès du directeur des programmes d'enfants, soit dans les postes privés, soit à Radio-Canada? Ce que je veux éviter, c'est que vous ayez un comité de pédagogie, un comité des sciences, enfin, toutes sortes de comités. Si nous avions accepté tous les sous-comités qui nous ont été suggérés, nous en serions rendus à tout près de cinquante ou soixante, et au point de vue administratif, je crois que je puis très bien dire que nous tomberions dans un labyrinthe d'où il n'y aurait pas moyen de sortir, et ne croyez-vous pas que la solution serait dans le choix de directeurs qui, eux, pourraient être orientés ou recevoir des recommandations, de façon à ne pas entraver l'opération quotidienne de l'organisation?

M. BERGERON: Si c'était un comité consultatif, il n'aurait pas, me semble-t-il, à travailler comme vous le dites quotidiennement, sur chacune des émissions. Il pourrait y avoir une opinion générale de donnée par ce comité à la fin d'une période assez longue, ou bien avant le début d'une période, pour faire un examen rapide, un examen critique, à propos d'un projet, par exemple, d'une série d'émissions, mais je crois que nous avons eu dans



l'esprit un comité qui serait tout de même sur pied.

Maintenant, évidemment, nous entendons ici l'éducation dans un sens très large; pour revenir à la contradiction que vous croyez voir dans notre mémoire, du moment que nous acceptons ce fait, nous acceptons inévitablement le principe que Radio-Canada joue un rôle, parce que toute émission est formatrice ou déformatrice, mais enfin elle joue un rôle éducatif. C'est dans ce sens-là. Il ne s'agit pas d'émission scolaire ou d'instruction proprement dit.

Me DE GRANDPRE: Non, je comprends. Quand il s'agit de commissions scolaires, vous avez établi vos positions tout à l'heure, en disant que tant et aussi longtemps que Radio-Canada ne donnera que le véhicule pour diffuser des programmes scolaires acceptés par le Conseil de l'instruction publique, vous ne voyez aucun empiètement du domaine fédéral dans le domaine provincial? C'est la position que vous avez prise tout à l'heure?

M. BERGERON: Oui.

Me DE GRANDPRE: Maintenant, et c'est ma dernière question, vous faites allusion, à la page 24 de votre mémoire, et vous y revenez à la page 29, à des subventions statutaires, pour combler le déficit annuel. Dans votre opinion, est-ce que ces subventions statutaires devraient être fixées annuellement, ou si cela devrait plutôt être sur une base de trois ans, cinq ans, de façon à permettre à Radio-Canada de budgéter ses dépenses conformément à la subvention que la Société s'attend de recevoir, ou si vous





craignez que si la subvention va trop loin dans l'avenir, il y a plus de chance que les dépenses soient moins contrôlées?

M. BERGERON: Je serais porté à croire que cela devrait être fixé d'année en année.

Me DE GRANDPRE: D'année en année?

M. BERGERON: Oui.

R. PERE CORMIER: Selon les besoins.

THE CHAIRMAN: The argument is that there is a longer time needed for planning than you can get with annual grants, for this kind of service.

COMMISSIONER STEWART: And if they can plan far enough ahead, they can certainly save a certain amount of expenses, as opposed to annual grants.

Me DE GRANDPRE: En somme, il peut se présenter des opportunités, dans une période par exemple de trois ans, dont Radio-Etat pourra prendre avantage, sachant que dans une année subséquente elle aura encore un certain montant qui lui reviendra, tandis que si cela est fait sur une base annuelle, elle peut perdre certains avantages. Est-ce que c'est un problème que vous avez discuté et étudié dans vos réunions?

R. PERE CORMIER: Non.

Me DE GRANDPRE: Pardon?

R. PERE CORMIER: Non.

THE CHAIRMAN: You really have not considered it?

REV. FATHER CORMIER: No, and I think that we would need to consider it more, to give a definite opinion on that point.



COMMISSIONER STEWART: There is only one point that I would like to ask you about, Father Cormier. In the matter of financing, you say that you wish to continue the fifteen per cent excise tax?

REV. FATHER CORMIER: Yes.

COMMISSIONER STEWART: You would have no hesitation in recommending statutory grants?

REV. FATHER CORMIER: No.

COMMISSIONER STEWART: It is very difficult to look too far ahead into the future, but it seems reasonable to assume that the needs of the Corporation will grow, and particularly when we go into colour television?

REV. FATHER CORMIER: Yes.

COMMISSIONER STEWART: How far ahead do you think we should go in giving grants? For instance, in this year's estimates, the deficit in financing will be about \$20 million; what it will be when colour television comes in is very doubtful, but how far do you think the Government could go in making grants?

REV. FATHER CORMIER: I don't know if I would venture to give a figure, but I think it is a question of principle. It seems to me that television and radio is a necessity in our world to-day, and it is helping... I can speak French, you understand French?

COMMISSIONER STEWART: Yes.

R. PERE CORMIER: Alors, je trouve que ce sont des instruments qui sont, qui rendent d'immenses services à la population canadienne eu point de vue culturel et même au point de vue économique. Alors,



c'est une activité économique, tout une série de professions sont greffées autour de la production radio-phonique et de la télévision. Cependant, la vente des appareils de télévision au pays, cela active le commerce et l'industrie aussi. Alors, il me semble, étant donnée l'importance au point de vue culturel et économique de la radio et de la télévision, que ça vaut la peine que le Gouvernement fasse quelque chose pour l'activer. Alors, moi, je n'aime pas donner des chiffres, je crois que nous ne sommes pas en mesure de le faire, ce n'est pas un point de vue sur lequel nous pouvons exprimer notre opinion, nous ne l'avons pas étudié, mais étant donné le principe, l'importance de la radio et de la télévision, eh! bien que le Gouvernement se montre généreux en répondant aux besoins de ceux qui sont responsables de la radio et de la télévision.

COMMISSIONER STEWART: In other words, if the vehicle is properly used...

REV. FATHER CORMIER: Yes.

COMMISSIONER STEWART: ...the cost is worth it?

REV. FATHER CORMIER: Yes, that's right, that is the principle.

THE CHAIRMAN: Father Cormier, I want to thank you and your associates for the very interesting presentation you have made. I am sorry we kept you so late, but I understand it was better for you to stay than to come back, and this is the way you wanted to do it. We want to thank you for your interesting comments. We have been very grateful to you for presenting your brief and we will consider it. Thank you.

---The hearings adjourned at 6.00 p.m.





31

ROYAL COMMISSION  
ON  
BROADCASTING

HEARINGS

HELD AT

MONTREAL, P.Q.

September 12, 1956

v. 31



ROYAL COMMISSION ON BROADCASTING

Montreal, Quebec,  
Wednesday,  
September 12, 1956

PRESENT:

MR. ROBERT M. FOWLER	Chairman
MR. EDMUND TURCOTTE	Commissioner
MR. JAMES STEWART	Commissioner

- - - -

MR. JOHN M. COYNE )	Counsel
MR. A.J. deGRANDPRE )	

- - - -

MR. PAUL PELLETIER	Secretary
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Mlle Gilberte De Serres	
M. Alphonse Coulombe	
M. Joseph Lionelli Dr. Gustave Charest	

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PARTI OUVRIER CANADIEN	5089
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ASSOCIATION CANADIENNE des BIBLIO- THECAIRES de LANGUE FRANCAISE	5141
M. Joseph Leduc, President	
Mlle Juliette Chabot	
M. Jolicoeur	



LONDON FREE PRESS PRINTING COMPANY

(CFPL - London)

Appearances:

Mr. Murray T. Brown

Mr. R.A. Reinhart

Mr. D.C. Trowell

THE CHAIRMAN: Mr. Brown, we are very appreciative of your consenting to change the order of events yesterday so that we were able to deal with some people who had come rather a long way and finish with them and start with you this morning to present this brief. I think you know our procedure here; you have been in the room. We would like you to make as full a presentation of the brief as you wish to do, and after that we will have the questions which are merely designed to bring out the facts. We will begin by marking your brief as Exhibit No. 181.

---EXHIBIT NO. 181:      Brief of London Free Press  
   Printing Company, CFPL-London.

THE CHAIRMAN: Will you proceed please?

MR. BROWN: Thank you, sir. Mr. Fowler and Commissioners, I would first like to express, on behalf of our president Mr. Blackburn, his regrets that he is unable to be with us today. I should also like to introduce Mr. Reinhart, on my left, and Mr. Trowell. Mr. Reinhart is manager of our television station, and Mr. Trowell manager of CFPL radio.

For the purpose of saving as much of the Commission's time as possible, we have prepared an





oral presentation which condenses our written brief to about half its length, and if it has your approval, gentlemen, we will proceed with that at this time.

THE CHAIRMAN: We would like you to take as much time as you need. We started a little early in order to make sure we would have the time. You may proceed that way but, of course, we can question you on any part of your brief.

MR. BROWN: In our introductory remarks we mention that our opinions expressed are respectfully submitted in the hope they may be of some help to the Commission in its task of sorting out Canada's complex broadcasting problem. These opinions have been formed as the result of our experience in both radio and television broadcasting. They have also been influenced by both written and oral evidence already heard by the Commission.

We share the concept that frequencies and channels continue to be recognized as part of the public domain, and therefore radio and television stations should operate under license of the state in the public interest and some reasonable form of regulation is desirable in the public interest. We further believe that in spite of the faults of our national broadcasting system as it now exists, the continuance of the present method of coordination of public and private facilities under one responsibility to parliament is the most workable solution to our present day national broadcasting problems. We emphasize the use of the words "present day" recognizing that because of the very dynamic nature of broadcasting we hesitate to



suggest that we would necessarily continue to hold this belief for all time, but rather just for the foreseeable future.

Dealing with the problem of financing the CBC, we feel that if the Corporation is to properly fulfil its responsibility, it must be adequately financed. We admit that we can visualize no ideal way of financing the CBC, but we do make reference to some of the various methods that have been proposed. Briefly, we feel that the CBC should be financed in such a way that it can formulate long range plans and be free from the possibility of political influence. We feel that it might also be desirable that its income be related to population or to the number of people able to receive CBC service, provided that it was not necessary to revert to the old radio license fee method of collection which we feel would be unpopular with the Canadian public and expensive to collect. We believe, too, that the income to the CBC could be considerably enhanced by placing greater emphasis on income from advertising revenues. This, we feel, is especially true in television where by certain changes in present policy, substantially higher revenues could be available for CBC network operations and particularly for its owned and operated stations. We make further reference to this elsewhere in our brief and make some specific suggestions on pages 29, 32 and 33 of the appendix.

We then discuss licensing and regulation, and since it has been the experience, with few exceptions,





that recommendations for licensing from the CBC Board of Governors have been accepted by the Department of Transport, we refer in terms of the "body" which makes such recommendations when dealing with the subject of licensing and regulation. Since to our knowledge there appears to be no evidence of abuse of the powers vested in the CBC Board of Governors, we believe that the control of broadcasting should remain with the CBC Board of Governors. Since we agree as well that the emphasis on Canadian values must be a part of Canadian broadcasting, it seems to us that there must be some authority to insure that the proper emphasis is maintained within the national system. If, as has been proposed, a separate regulatory body were to be set up it would be necessary for this body either to exercise the necessary authority or transfer such powers back to the CBC. In our opinion, the creation of a separate regulatory body would seem to be impractical, would result in additional expense, and would duplicate the present system of national control.

Having expressed our belief in the continuance of the present method of coordination of public and private facilities under one responsibility to parliament, we continue with suggestions that we think might help to achieve a more harmonious partnership of the CBC and the privately owned stations:

(a) In connection with the CBC Board of Governors, we refer to some possible changes in the structure and functions of the Board of Governors which might make the Board more widely





representative and less subject to criticism by those who question its impartiality. In this regard, we make mention of suggestions included in briefs submitted by CJCH, Halifax, and a group of faculty members of the University of British Columbia.

We draw attention to the recommendation from the Massey Report "that the present Board of Governors be enlarged to make it more widely representative." We go a step further in suggesting that consideration should be given to permitting representation from among the private radio and television broadcasters on the CBC Board of Governors. If it were not feasible for representatives from the private broadcasters to be included as voting members of the Board of Governors, then consideration might be given to having this proposed representation function in an advisory capacity to the Board. This, we believe, would be a natural outgrowth of a national broadcasting service developed through the combination of the CBC and the privately owned stations.

We quote again from the Massey Report on the matter of right of appeal in which it was recommended that "persons engaged in radio broadcasting in Canada directly and adversely affected by a final decision of the Board of Governors of the Canadian Broadcasting Corporation on any matter in which this Board has final authority, be granted the right of appeal to a federal court



against substantial miscarriage of justice".

We are in agreement with this recommendation and since it is customary in Canada that citizens have the right of appeal, we feel that the Commission might recommend the provision of some channel through which decisions of the CBC Board of Governors could be appealed to a federal court. We conclude our reference to the Board of Governors by expressing our opinion that the inclusion of these suggestions among the Commission's recommendations might lead to a regulatory board which could achieve a greater measure of support from those who are not now in favour of the Board of Governors as presently constituted.

(b) In considering the question of broadcast regulations, we agree that some reasonable form of regulation is desirable in the public interest, but we also share the opinion of many that regulations alone will not bring about better broadcasting.

In considering further the subject of regulations we believe, from our experience, that the CBC has fairly enforced broadcasting regulations. We also believe, and again from our own experience, that it is more realistic for broadcasters to deal on matters of regulation with CBC personnel who are familiar with actual broadcasting problems than with an independent regulatory





board whose members might quite conceivably have less knowledge of the broadcasters' operating problems.

Although we are well aware that we do not own the frequencies and channels on which we are licensed to operate, we do have a substantial investment in the facilities; thus whereas we are in agreement at the present time with the existence of one national broadcasting system by means of a "co-existence of the CBC and the privately owned stations as a partnership", we do believe there are two distinct ownerships and that in order for the partnership to work, it must be on a sound businesslike basis.

We feel that one step that might be taken to help bring about a successful partnership would be the provision of a means whereby the private stations operators would have some say in the establishing of regulations. We would suggest, that the Commission give consideration to the possibility of recommending that there be a continuing committee comprising representatives from the CBC broadcast regulations department and from the private broadcasters; the purpose of the committee would be to study the need for existing regulations and the formation of any new regulations in the public interest with the committee's recommendations being subsequently submitted to the Board of Governors.

(c) We then discuss "Broadcasting as a





"Business". We share the conviction that advertising is a major force in Canadian marketing and that it is essential to industry. We believe, too, that advertising has contributed in very large measure to the high standard of living enjoyed in North America. As such, we believe that advertising should occupy a significant and respected position within the framework of our national broadcasting policies.

In this regard, we refer again to our observation that private broadcasters do have a substantial investment in broadcast facilities and that the operation of these facilities is dependent wholly upon advertising revenues. Although we fully recognize our responsibility as a part of the national system, it seems only logical to us that we must look upon broadcasting with a sound businesslike attitude as well as regarding it as a public trust. If, then, we are to have a harmonious partnership of the CBC and the privately owned stations, it seems to us that there must be a complete understanding between the CBC and the private stations as to the importance of advertising revenues to the existence of the private station.

In the operation of the national networks and particularly its owned and operated TV stations, we feel that the CBC has an equal obligation to provide service to Canadian advertisers as well as providing a service to the Canadian public. We include excerpts



from the brief submitted by the Association of Canadian Advertisers which elaborates further on our thinking.

On the subject of network operation, we attempt to develop further the idea of a workable partnership. We feel that the privately owned affiliates being vitally interested in the success of the networks would welcome the opportunity to have more voice in their operations. If representation from the private broadcasters were permitted on some form of network planning board, we believe that the broad knowledge and experience, which would be available from such a group representing various regions of Canada, could make a valuable contribution to the operation of the network. To a degree the CBC has applied this philosophy during the past few years, particularly in the development of the national television system. Since 1953 the CBC has convened meetings of CBC personnel and representatives from the privately owned television affiliates. Many problems were resolved at these meetings and other issues too detailed to be finalized by such a large group were turned over to joint sub-committees for study. Similarly in radio, several meetings of CBC personnel and representatives from the dominion network affiliates have been held. Since the informal application of this philosophy has produced some measure of success, we feel that it might be well to pursue it even further. Although we frankly admit that we can see no utopian arrangement, we do feel that if the





mechanics could be provided to have continuing representation from the affiliates on some form of network planning board which would have the recognition and respect of CBC management and the confidence of the private broadcasters, the result might well be improved network operation and a more successful and harmonious partnership of the CBC and the private stations.

Dealing with the question of the dominion network, of which CFPL radio is an affiliate, we feel that it is desirable for Canada to have an alternative national radio network service provided that sufficient funds can be made available to this network to help it develop some of the new concepts in network radio operation. As well as adequate financing, we believe that the success of the dominion network will depend to a great extent on the ability and enthusiasm of the people charged with the responsibility of operating this network; in this regard, we feel that we, as an affiliate, have an obligation to assist in the development of the network not only by continuing to originate programs to the network but also by taking some part in the planning.

Unless provision can be made to enable the dominion network to gain a new vitality, we feel that we, as a community station, could better perform our function as a part of the national system by using the present network time for the production of programmes of local interest.

The Commission has already heard many opinions as to the program content of our national television network. In our opinion, the balance on the English





network of about 50 per cent Canadian produced programmes and 50 per cent American is reasonable at the present time. In suggesting that the existing percentage of American content not be decreased to any great extent, we do so recognizing that our Canadian way of life cannot escape a substantial degree of American influence and that Canadians do enjoy and wish to continue enjoying many of the prominent American programmes. It is also generally accepted that the existence of American programmes of high audience appeal in our television network schedule helps create a large circulation for adjacent Canadian produced programmes scheduled on the network. We feel that the reduction in the number of American network programmes and increase in the quantity of Canadian produced programmes will not alone achieve the aim "that Canadian broadcasting should be such as to give expression to Canadian ideas and aspirations". By concentrating on quantity we believe that there could be a danger of mediocrity in our Canadian network programming. We suggest that priority be given to more quality and that programmes of a high standard be developed with a distinctive national and regional flavour which are truly representative of the national life of Canada.

In the future development of Canadian network programmes we believe, that as an affiliate of the national television system, we have an obligation to produce some of this Canadian material for the



network. In radio, we feel that we have made some worthwhile contributions to both the dominion and trans-Canada networks and are continuing to do so. It is our hope that as we expand our facilities that we shall be able to make similar contributions to the television network. In this connection, we would like to file this information as part of our brief. I shall read it to you, with your approval, because we thought that this would be of interest to you to know that during the years 1947 to 1955 CFPL radio originated a total of 1,030 programmes to the networks. London and western Ontario artists who participated in these network originations received some \$258,000 for their professional services. Of this sum approximately \$97,000 was paid by the CBC and \$161,000 by CFPL radio and the commercial sponsors.

It is our understanding that the reason there has been little progress made in the development of the daytime network, is because the CBC is limited both in facilities and funds to produce the necessary Canadian material. We understand, too, that until the CBC is in a position to produce Canadian programmes for the daytime network, they are reluctant to import further network programmes from the United States. We are concerned that the future development of the daytime Canadian television network could be seriously retarded if no additional imported programming were permitted until money and facilities are available for more Canadian programming. We think





that certain types of imported programmes would enable both the CBC owned and operated stations and the affiliated stations to extend their operating schedules further into daytime; thus --

THE CHAIRMAN: May I interrupt you there Mr. Brown, just so that I understand you as we go along. Does that mean that you are in effect proposing a slight increase in the total of American programmes?

MR. BROWN: I think temporarily Mr. Chairman it would constitute an increase until such time as Canadian programmes could be produced on the same ratio.

THE CHAIRMAN: Yes I see.

MR. BROWN: (a) providing further service to Canadian viewers

(b) establishing daytime audiences for Canadian stations rather than for American stations in competitive areas. Canadian television programmes to be produced for daytime would have been built up over a period of time by the imported programmes in the daytime network schedule.

With regard to the licensing of second television stations, it is our belief that because of the financial difficulties in operating the existing national television system it would seem apparent that Canada cannot at present support an alternative network service on a national basis. Since we do believe that it is desirable to provide an alternative service from a Canadian television station wherever possible, it would appear advisable to examine individual areas with a view to determining what areas





could support an alternative service. This would mean a change in the present single station policy but on a limited basis where markets can adequately support second stations. We feel also that such second stations as may be licensed be obliged to reserve certain hours in their schedules for Canadian produced programmes.

In our main brief we have dealt in fairly broad generalizations in developing the idea of a workable partnership of the CBC and the privately owned stations. In our appendix, we outline some specific problems which exist in television broadcasting today. We do not look to the Commission to find a solution to these problems, but we do feel that because of the complexity of the problems they will require the utmost in understanding and cooperation on the part of both the CBC and the privately owned television stations. In appending these examples, it was our hope that they would serve to further emphasize the need for a sound businesslike approach to our broadcasting problems if there is to be a truly harmonious relationship between the CBC and the private television broadcasters.



THE CHAIRMAN: Thank you Mr. Brown. Do you or Mr. Reinhart or Mr. Trowell wish to add anything at this stage?

MR. BROWN: No, I do not think so, thank you sir.

THE CHAIRMAN: I would like you to feel free to participate in the questioning if that seems appropriate to you. Mr. Coyne would you like to proceed?

MR. COYNE: Mr. Brown you have said in the introductory part of your brief that you feel that the present method of coordination of public and private facilities is the most workable solution at the present time or for the present day, and you emphasize that you are thinking purely in terms of the foreseeable future. I am not sure whether this is really a fair question and if it is not please do not hesitate to say so, but, have you any ideas or views as to the ultimate development or the further development beyond the foreseeable future, where some changes in this present method may be desirable.

MR. BROWN: I do not think I can answer that Mr. Coyne, not that I don't wish to do so but I don't think that we can see the ultimate picture at this point.

MR. COYNE: Thank you.

THE CHAIRMAN: May I put this question in another way, which is after all the practical one for us, have you any suggestions as to the sort of period of time that we should try to cover in our report? Obviously we ought to try to avoid pulling up the plant and looking at the roots too often and





you can't go too far ahead but, should it be a five-year shot or a three-year shot or a ten-year shot.

MR. BROWN: Well we had picked a figure out of the air and were thinking in terms of five years but there is no scientific formula as to how we arrived at that.

THE CHAIRMAN: We might say that is just your hunch, is that it?

MR. BROWN: Yes that is right.

MR. COYNE: Going on to the section where you are dealing with financing of the CBC your first point, at the bottom of page 2, is that the existing method of providing funds for the CBC by means of an excise tax on the sale of receiving sets will no longer be realistic. My question is this: do you mean that it is no longer realistic for the CBC to depend wholly upon excise tax, or do you just suggest that the excise tax be abandoned as a source of some revenue for the CBC.

MR. BROWN: The intent of the remark Mr. Coyne was that it certainly couldn't come close to providing the necessary funds because of the saturation now of TV sets in Canada.

MR. COYNE: But you are not suggesting that an excise tax on receiving sets may not be a suitable way to raise some money for broadcasting?

MR. BROWN: We have no objection to it.

THE CHAIRMAN: Do you think it has a serious effect in holding up the purchase of television





equipment and sets and so on?

MR. BROWN: I know that the manufacturers and the dealers think so Mr. Chairman, but I am not in a position to answer that really.

COMMISSIONER STEWART: Mr. Brown, you talk about the saturation point and I take it from that that you feel that the revenues from this 15 per cent tax may reduce as time goes on, but what about replacements as time goes on, particularly because of the development and the very rapid development taking place of the machines that are being put on the market. Do you still believe despite those developments, that the revenue may be reasonably expected to decrease as time goes on. I am thinking of motor cars for instance, a good many years ago we talked about the saturation point, but there has been replacement there all the time and the market is increasing now. Would you think the same thing will apply in so far as television is concerned?

MR. BROWN: Well I think Mr. Stewart that there will be a degree of it, if we use the American pattern -- which is becoming now a second television set in the home and there will be colour sets ultimately too, but in what degree I am sure I don't know.

THE CHAIRMAN: You don't feel that the actual development of the mechanics of the set -- the new model type of thing -- is going to lead to a business of turning these in over say every two or three years in the same way you do with a motor car.

MR. BROWN: It might very well be Mr. Chairman --



certainly there has been a tremendous increase in the buying of radio sets in the last year. I have noticed from the last figures that the volume of radio sets sold was higher than that of television sets. I believe that is correct.

THE CHAIRMAN: Is that possibly due to the emergence of the transistor type of radio.

MR. BROWN: I think it may be partially sir.

THE CHAIRMAN: One other question on that excise tax -- have you given any thought to this point and if you have not I would not expect you to comment upon it, but this tax is, by its very nature, a capital tax. I mean it is a tax on the sets-- one shot, so to speak. Would there be any possible value in considering some kind of relationship between that kind of revenue, which is capital in nature, and applying it to the capital problems of the CBC?

MR. BROWN: Rather than operation?

THE CHAIRMAN: Rather than operating, which I think is the basis of your complaint -- the cloth doesn't fit the pattern when you apply it to operating?

MR. BROWN: Well it is an interesting observation sir, but if I interpret your question correctly, since it is a capital tax you are asking whether we have any opinion as to whether there are possibilities of applying this excise tax for the capital costs of the CBC.

THE CHAIRMAN: Well we have got a cumulative capital liability existing now which as I understand it -- we haven't gone into this in very great detail,





but I understand this is mainly being done by way of loans from the government to the CBC, and of course as the system expands the loans get bigger and therefore the current paying off of these loans gets bigger also, out of ordinary operating account -- Mr. Stewart says out of ordinary capital losses -- now is there any germ of an idea here that it may be applied in some way, this excise tax, towards the amortization of existing capital and the provision of future capital requirements, because I suppose it is a continuing requirement for capital in this business.

MR. BROWN: I think Mr. Stewart is the economist sir, not me. As I mentioned earlier it is an intriguing thought.

THE CHAIRMAN: Well I don't want to press you on it unless it has occurred to you.

MR. BROWN: No it has not.

MR. COYNE: Well then Mr. Brown, going a little further into this section on finance, you expressed the view that the income of the CBC from advertising revenues can be greatly increased. What I would like to ask you is whether you have in mind there simply that the CBC could seek more aggressively to obtain advertising revenues on the basis of their present policies, or whether you have in mind the CBC should modify their programming in order to provide a larger proportion of programmes that would appeal to the commercial advertisers.

MR. BROWN: I think it is really in two parts Mr. Coyne and I will attempt to answer you.





Firstly, where the CBC is engaged in the business of selling time commercially, we feel that it should be on an aggressive basis as a private enterprising company would do. Secondly, we feel that in the programming there are ways in which more revenue could be available and we make certain suggestions, particularly in regard to television, that some of the sustaining programmes might possibly lend themselves to a commercial sponsor. Further we think that some of the sustaining programmes could be reduced in length to provide other bits at the front and back of them and this has been done to some extent by the CBC. We have worked out that in the case of one half hour of owned and operated television stations of the CBC, if they were to allow a minute at each end, it would produce, just on one occasion, \$100,000, if they were to sell those availabilities.



MR. COYNE: So that really you are thinking of these modifications within the terms of present CBC programming policy, you are not suggesting, for instance, that they should, well let us say, reduce the weight of good music in their programming and increase the weight of light variety in order to attract advertisers?

MR. BROWN: No, that is right.

COMMISSIONER STEWART: You feel that some of the unsponsored programmes at the moment could find sponsorship?

MR. BROWN: Yes, we feel particularly so in the case of news. We recognize the policy in respect of news but we wonder in television since the CBC does control the production of all its programmes, it does not allow advertisers or agencies to have any part in production and if they control the programme content what would be wrong with some sponsor sponsoring the news or a panel programme? It does not seem to us it detracts in any way from the programme.

COMMISSIONER STEWART: I think it has been put to us about the possibility of a sponsor influencing the news and slanting it whichever way he wishes. Now, you as a private broadcaster I take it have your news sponsored and have you ever had complaints from the public as to the slanting of news by the sponsor?

MR. BROWN: No, we have not, Mr. Stewart. Our newscasters say that the news is being prepared by our own news department and there has never been a suggestion that the sponsor might be influencing it.





Of course, we do not express opinions, we try to give the news factually.

THE CHAIRMAN: I think Mr. Stewart's question, so we are certain to be clear on it, is not that there is in fact any slanting of the news but that people might think there is.

COMMISSIONER STEWART: Yes, and that is the reason I asked you whether you had had any complaints since your news is apparently sponsored.

MR. BROWN: No, we have never had any complaint. I can understand that there is that danger.

THE CHAIRMAN: May I take it that your two associates who are more concerned with the actual operation would confirm your statement?

MR. REINHART: That is right.

MR. COYNE: Turning to your suggestions, Mr. Brown, as to the makeup of the Board of Governors of the CBC, one of the suggestions which you put forward is that the present Board of Governors should be enlarged in order to make it more widely representative. Would it be possible for you to go into a little more detail as to how you can see the Board of Governors, if these changes that you have in mind were put into effect?

MR. BROWN: We did not actually develop it that far that we could show a new structure of the Board of Governors. We put the suggestions forward more as a basis of thought by the Commission. Our thinking as to being more widely representative specifically was that the private broadcasters have some representation on the Board.





MR. COYNE: And in that respect are you thinking in terms of specific representatives, specifically representing the private broadcasting industry?

MR. BROWN: Representing the industry, that is right.

MR. COYNE: I wonder if that does not change rather the concept of the Board of Governors in this sense, that I think at the moment one would say that although the Board is chosen from different regions of the country and perhaps from different walks of life, no member is thought of as representing any particular interest.

MR. BROWN: That is not my understanding, Mr. Coyne, I thought some members represent labour and so on -- to my knowledge a member who represents labour and education and so on.

THE CHAIRMAN: I suppose it is a question of whether the proper word is "represents", because everybody on the Board has to be something and some diversity of occupations, you would not want to have them all lawyers or even all bankers. But, I think Mr. Coyne's question is directed more to the idea that all these people are in a composite way representing the public interest without giving their thought a special brief for any one interest. It is true if there is a labour man he will undoubtedly speak from his knowledge of labour conditions. I suppose you would say if you had a private broadcaster on the Board he would speak from his knowledge of private broadcasting conditions



but would still be a representative of the general public?

MR. BROWN: That is right.

THE CHAIRMAN: It would mean a change in the present statute which requires the complete divorcement from any broadcast activity?

MR. BROWN: We did add there that if it were not possible for such representation to be official such as voting membership that there may be some way that the private broadcasters through representatives could be simply in an advisory capacity with the Board much the same as the CBC management is now.

THE CHAIRMAN: I think your difficulty would be to get private broadcasters to act on the Board if your suggestion was adopted.

MR. BROWN: I have not explored it that way I must say.

COMMISSIONER STEWART: Well, Mr. Brown, as a result of this suggestion there is sort of a debate running through my mind as to whether or not you consider the CBC and the private broadcasters to be in competition one with the other or are they complementary one to the other? You talk about a partnership, how do you view the association, the place of the private broadcasters vis a vis the CBC? Are they complementary, are they partners or are they in competition because that matter has been debated before us on a number of occasions.

MR. BROWN: I think, Mr. Stewart, probably "complementary" is the best word. We refer to it in





terms of a partnership realizing it cannot be a complete partnership but we do think it could be a reasonably harmonious partnership even though we do not have equal rights.

COMMISSIONER STEWART: But you have competition, would you say that?

MR. BROWN: We do not feel so.

COMMISSIONER STEWART: I see.

MR. BROWN: I know this question has come up many times.

COMMISSIONER STEWART: Oh, on numerous occasions.

MR. BROWN: Yes, we agree there is competition for audience and there is competition for the advertising dollar but I do not see how it is much different in a sense from the American system where the networks are competing against their own affiliates for the advertising dollar. That is network revenue as compared to spot revenue as they call it in the United States.

COMMISSIONER FOWLER: One point I had in bringing it up is that if they are competitive it is rather difficult to visualize the position of a competitor on the other fellow's board?

MR. BROWN: Well, we do not feel that there is any broadcast competition.

COMMISSIONER STEWART: Pardon?

MR. BROWN: We do not feel that in broadcast there is really this competition.

THE CHAIRMAN: Would it be fair to put it this way to you as an approach that if you use competition in its strict sense of selling some goods you are not really selling the same goods, there may be competition





in the broader sense you mentioned, competition for audience or advertisers' dollars and so forth but you are engaged in the, so to speak, different part of the same enterprise?

MR. BROWN: That is our feeling, sir.

THE CHAIRMAN: I want to be sure that I understand you.

MR. COYNE: In that regard, Mr. Brown you think the situation differs in different parts of the country. For instance, in London I do not think there is a CBC station?

MR. BROWN: That is right, there is not.

MR. COYNE: I have been in Toronto and a number of other centres and there are both CBC and private stations in the same locality; just developing the question of whether there is competition, do you think the position differs between different localities in the country?

MR. BROWN: It might possibly, Mr. Coyne, but as I understand it the CBC stations do not solicit local or spot advertising in these various markets such as Toronto, Halifax and Vancouver. They do in television but not in radio to any great extent.

MR. COYNE: So you feel that the general view that you have expressed as to the relationship between the two groups is of general validity across the country?

MR. BROWN: I think so.

MR. COYNE: As to the complementary rather than the competitive nature of the relationship, is



there any competition, Mr. Brown between say the CBC television stations and private radio stations in the same city?

MR. BROWN: Again, they are competing against one another for both audience and dollars.

MR. COYNE: With the concept that you mentioned a minute ago?

MR. BROWN: Well, let us be specific; in Toronto the CBC television station is obviously competing against private stations such as CFRB for both audience and for the advertiser's dollar, but not within their own medium, there is no competition.

THE CHAIRMAN: Would that not also apply in Toronto to competition for audience in a sense and the advertiser's dollar with the Globe and Mail and the Toronto Star and Telegram?

MR. BROWN: Oh, yes.

MR. COYNE: Well, as far as the operator of a private radio station is concerned in Toronto, is he not in pretty direct competition with the CBC television station?

MR. BROWN: The same as he is in competition with the Globe and Mail or any other advertising media, the billboards and so on.

THE CHAIRMAN: Just on this, Mr. Brown, we can probably find it ourselves if you do not happen to have it but have you ever looked into the relative percentages of the various competitors for the advertising dollar in Canada as compared to the United States and perhaps other places? Does broadcasting





take the same percentage of total so far as in Canada as, for instance, in the United States? Is there perhaps a situation that perhaps by greater exploitation would be able to put over a greater total advertising pool or take it away not so much between the two broadcasting medium fighting with each other as reaching out and taking away from the newspapers and magazines and other media? I am thinking really of the experience you must have had in London where I know you are engaged in the newspaper business as well as in radio and in television; when you put a television station in did it increase the total advertising take in London or did it merely take away from some of the other media?

MR. BROWN: No, it increased the total advertising revenues to the company. It did take some from the paper and some from radio but a very small percentage in comparison with the additional revenue.

MR. COYNE: Mr. Brown, at the conclusion of the section of your brief dealing with the changes which you suggest in the constitution of the Board of Governors you say:

"It is our opinion that somewhere within the framework of these suggestions, plus any additional changes which the Commission might see fit to recommend in the structure of the CBC Board of Governors, lies the answer to a practical regulatory board which could achieve a greater measure of support from those who are not now in favour of the Board of Governors as presently constituted."





Why do you feel that the Board of Governors with these changes that you suggest would achieve that greater measure of support?

MR. BROWN: Our thinking was, Mr. Coyne that if not only the changes that we suggest but other changes which have been suggested that if some or all of those could be incorporated to give the Board the appearance of more impartiality that it would be less criticized by those who feel that it is not now an impartial body. In other words, if the private broadcasters had some representation on the Board I think there would be feeling among the broadcasters that their destiny was in a little better hands than it is at the present time.

MR. COYNE: And you think it is this feeling that there is not now impartiality that is the principal grievance that exists against the present system?

MR. BROWN: It is our opinion, yes.

THE CHAIRMAN: Not that there has been, in fact, lack of impartiality but that it has the appearance of it?

MR. BROWN: That is right, sir.

MR. COYNE: Of course, I suppose you would agree with the principal premise upon which the CARTB bases their suggestions for the independent board, that the CBC is competing with the private broadcasters and you do not agree with that premise, is that true?

MR. BROWN: Well, I do not know whether that is the premise that the CARTB has taken, I think it is a broader thing than just competition.

MR. COYNE: Perhaps I was over-simplifying



it and perhaps it is not a fair summary but you could comment if it is not. I would have said that their position was that the CBC was at the same time their competitor and their regulator?

MR. BROWN: I think more the latter probably than the -- more regulated than competitor. It is both but --

MR. COYNE: But they are not objecting to regulation provided that regulation is not regulation by their competitor?

MR. BROWN: That is correct.

THE CHAIRMAN: Well, it is obvious that if your thesis is correct that it is really a complementary relationship rather than a competitive one then at least the weight of the argument becomes less?

MR. BROWN: That is right. We feel, Mr. Chairman, it could be more complementary, we try to say that throughout our brief but certain changes could be more complementary.

MR. COYNE: Well, when you go on to deal with the broadcast regulations you have a statement at the bottom of page 9:

"We also believe, and again from our own experience, that it is more realistic for broadcasters to deal on matters of regulation with CBC personnel who are familiar with actual broadcasting problems than with an independent regulatory board whose members might quite conceivably have





"less knowledge of the broadcaster's operating problems."

What I want to ask you is, how that jibes with your suggestion that matters of regulation, at least I think it is your suggestion or else you adopt the suggestion of radio station CJCH that matters of regulation be divorced from CBC operating personnel and placed, in matters of enforcement as in matters of enactment, in the hands of the Board of Governors?

MR. BROWN: Well, as you mentioned, we do not put that forth specifically as a recommendation. We make reference to suggestions given by CJCH but we just do not know how that would work out if you divorce operations from regulations, so, in other words, we are not putting that forth as one of our suggestions that regulating powers and operating powers be separated. We make reference to it as a possibility but we do not make it a specific suggestion.

MR. COYNE: But in the statement you are suggesting that in your view it is advantageous to deal on questions of regulation with operating personnel who are familiar with the problem concerned?

MR. BROWN: That is right, sir. Possibly I might qualify that by saying there may be some merit, and this has been suggested, that the regulations department report directly to the Board of Governors rather than being a part of the operating arm of the CBC.

THE CHAIRMAN: Does this mean any more at the





bottom of page 9 than that you are anxious to deal with people who know something about the business in connection with regulations.

MR. BROWN: That is right, sir.

THE CHAIRMAN: Rather than some impartial semi-judicial board?

MR. BROWN: That is right.

MR. COYNE: Are there any differences in the regulations in this sense, are there certain regulations which are of general application and which may be adequately laid down and enforced by some non-operating board in contrast to other regulations which are strictly of an operating nature? Is there any distinction? Are there regulations which can be distinguished in that way or made to fall into two different fields?

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MR. BROWN: Well, there definitely are two different types. There are operating regulations and those which deal with broadcasting in a broader sense. Right now they are combined under one regulations division, as I understand it. If I understood your suggestion -- not a suggestion, but a possibility -- it is, could they be separated?

MR. COYNE: Yes.

MR. BROWN: Without having a chance to study it, I would say yes.

MR. COYNE: Take the matter of network arrangements between a network and its affiliates; are those arrangements such that they can be properly administered by a general board rather than by operating personnel who are actually concerned with the operation of networks?

MR. BROWN: As I understand it from experience, network arrangements are not made by the Broadcast Regulations Department entirely. They fit into it more on sustaining programmes where commercial programmes were handled through the Commercial Department; the arrangements with the network, commercially, are through an entirely different department than sustaining programmes. Actually, it is not through Broadcast Regulations, but through Station Relations.

MR. COYNE: Perhaps we should not pursue it particularly, but I would put this to you, that perhaps it is not sufficient just to refer to regulations as covering some single, broad category



of arrangements. It would be desirable to distinguish between different types of regulations in their relation to operations; would you agree with that?

MR. BROWN: I don't know whether I should agree with it, Mr. Coyne, without having a chance to explore it a bit more.

THE CHAIRMAN: Well, I think what Mr. Coyne is putting to you is the fact that this all-embracing term "regulation" may have to be broken down into different kinds of thing. Obviously, you can even put it in the statute -- as it is in the statute -- that there wouldn't be certain kinds of broadcasts at certain times. That is one kind of regulation, and, of course, you get over to a situation which is analagous to running a railway time table when you are trying to work out a programme which in a sense may be called a regulation, but which in a sense may be called an operational order. And it may only be a one-shot thing.

COMMISSIONER STEWART: Yes.

THE CHAIRMAN: Exactly.

MR. BROWN: Possibly; what you are suggesting is that regulations dealing with policy would come directly under the arm of the Board of Governors, where regulations dealing with the operating of private stations would be under the CBC operating management.

MR. COYNE: That is the sort of distinction I had in mind, and now that you have phrased





it so well, what do you think of a suggestion that that sort of division might be feasible?

MR. BROWN: It might be feasible.

THE CHAIRMAN: May I just ask a question there on a slightly different but similar point. Somewhere, and I just can't recall where, you talk about the desirability of the right of appeal. Speaking for myself, I don't think anyone could argue in theory about the desirability of a right of appeal, but the problem may be a practical one as to finding a body which can deal with an appeal with knowledge of the background and the problems. For example, right of appeal to an ordinary court such as I have known, the court might be able to interpret the meaning of words used in a regulation, whether or not a certain set of facts fell within those words, but it would have great difficulty, in the ordinary judicial process, in forming a judgment on questions of general fairness or unduly onerous matters, or that kind of thing, because they don't know the business. The Magistrate or the Judge sitting in court cannot know what is onerous in the broadcasting business unless he knows a lot about the broadcasting business. When you are talking of the right of appeal, have you any suggestion as to how it can be practically carried out, other than the one I mentioned which is a purely interpretive function?

MR. BROWN: I think our concern, Mr. Chairman, is that with the exception of being able



to appeal to the Cabinet, there is, to our knowledge, no right of appeal, no channel through which we can appeal what might be felt is an unfair decision on the part of the Board of Governors. Again, in expressing our belief in the present system and the existence and continuance of the Board of Governors, we do so making the suggestion that this channel of the right of appeal be instituted, which then does not give the Board as much power as it would seem to have.

MR. COYNE: Just to follow that for a moment, Mr. Chairman, and perhaps give a specific example: supposing the CBC said to you, "You are to carry thirty hours a week of CBC programmes, and they shall be at such-and-such times", and you didn't feel that was fair and you felt you should only carry twenty hours, let us say: the Board of Governors make a decision on a point of this kind. How could a court really assess -- if you had a right of appeal to a court from a decision of that kind, how could a court of law assess a dispute of that kind?

MR. BROWN: I think the only basis on which you could appeal it would be if you could prove that by carrying such a volume of network programming it might logically put you out of business, or that you certainly could not operate the proper kind of station. This could happen. Theoretically, CBC has the right to make you carry as much network as they wish. If they ever



exercised that right beyond a practical amount, you could quite easily be forced out of business by carrying too much network.

MR. COYNE: Well, someone concerned with broadcasting would be able to assess whether or not it was desirable that you should be put in this position. I wonder if a court of law could?

MR. BROWN: I am no lawyer, but I think if that a court could see you were slowly going out of business because you didn't have any time left to sell at a profit that it made pretty good sense you could not carry it.

COMMISSIONER STEWART: Yes, but up to that moment the treatment has been pretty harsh if it is a question of going out of business, and you would need pretty prompt action.

MR. BROWN: I don't know whether you mean we would go broke more quickly, Mr. Stewart. We are talking of a hypothetical case, but it could happen.

MR. COYNE: In any event, I suppose you don't necessarily -- well, you do say this should be an appeal to a federal court?

THE CHAIRMAN: I think he puts it just that some right of appeal be created.

MR. COYNE: To a federal court.

THE CHAIRMAN: I think quoting from the Massey Report.

MR. BROWN: In quoting the Massey Report, yes.





THE CHAIRMAN: I suppose, Mr. Coyne, from legal experience, it would really only be possible for a court to deal with a situation on the basis that there had been some kind of malicious unfairness in the tribunal below -- in any of the experience I can recall.

MR. COYNE: Yes. My colleague Mr. de Grandpre has pointed out it is possible to constitute other types of appeal tribunals as, for example, the Board of Arbitration, which could be composed of experts and each party nominating one and then choosing a chairman, or something of that kind -- such a body which would not be as limited as a court of law.

THE CHAIRMAN: The way this usually works out is that if you had a court of appeal you would want a second court of appeal to be sure that any unfairness in the first one was looked after.

MR. BROWN: I think you understand the intent of the suggestion.

THE CHAIRMAN: I am only putting to you the real problem; this right of appeal, I think most people would go along with it as a good idea, but when you start getting out a pencil and working out whether you can get the appeal to be an effective thing you can run into some real difficulty.

MR. COYNE: Mr. Brown, on page 13, at the beginning of your section on network operation, you set forth your belief that advertising should occupy a significant and respected



position within the framework of our national broadcasting policy, and you say:

"It follows, then, that we believe the CBC should regard advertising in a similar light in the operation of the networks."

Are you specifically being critical of any present situation when you use that phrase? Is the network not sufficiently commercial, or are there some changes in policy which you recommend?

MR. BROWN: Well, this is only our own observation, but I think that within the Corporation there is some conflict of interest as to the place of sustaining programmes on the network versus commercial. I think as the A.C.A. brief put it, both have their place and neither should dominate the other, and we are only suggesting that that would be the situation; that commercial programmes have equal importance on the network in relation to sustaining programmes, and we also feel, as we mentioned earlier, that we can see no reason why some sustaining programmes could not lend themselves to commercial sponsorship.

COMMISSIONER STEWART: As I understand it, sustaining programmes are all open to sponsorship; is that correct?

MR. BROWN: No, sir, not opinion programmes or news programmes.

COMMISSIONER STEWART: Yes, but apart from those specifically prohibited. Maybe I am



taking too broad a view of what sustaining programmes are, but apart from news and political broadcasts, there are other items that might be called sustaining programmes, and, as I understand it, they are open for sponsorship.

COMMISSIONER TURCOTTE: Drama, for instance?

COMMISSIONER STEWART: Yes, and symphony concerts. I have difficulty in getting into my head what you mean by sustaining and commercial, because as I understood it from the representatives of the CBC when they appeared before us, that apart from those programmes specifically prohibited -- that is, news and political broadcasts and things like that -- all other programmes were open for sponsorship. If that is the case, is CBC not sufficiently aggressive in finding sponsors? Is the commercial department too lackadaisical?

MR. BROWN: That is a good question, Mr. Stewart. I don't think I am in a position -- possibly I can answer it this way ---

COMMISSIONER STEWART: Should we light a bonfire under them and put a little pep into them? That is what I would like to know.

MR. BROWN: Where the CBC is to be commercial, then I think there should be aggressive salesmanship. Obviously, they cannot be commercial in every respect.

COMMISSIONER STEWART: No.

MR. BROWN: But where they are commercial





their approach to it should be the same as a private business, which is competing for dollars for its existence.

THE CHAIRMAN: Mr. Brown, is your point, really, that there may be a slightly different attitude of mind within CBC on programmes which do lend themselves to commercial sponsorship, and in fact get it, and those that are sustaining because they haven't succeeded in getting commercial sponsorship? In other words, is there a tendency to emphasize the artistic and cultural values at the cost of the commercial effort?

MR. BROWN: I think that is true.

THE CHAIRMAN: Is that what you are saying?

MR. BROWN: I think that is true in some cases.

COMMISSIONER STEWART: Would the artistic quality of a programme be lowered by advertising?

MR. BROWN: We don't think so.

COMMISSIONER STEWART: That is the point I would like to get into my head.

THE CHAIRMAN: Let me ask another question there: Is there some tendency in CBC operators to think that the artistic quality is lowered because it is commercially sponsored?

MR. BROWN: We believe so. We don't say it is the policy. We say it does exist.

THE CHAIRMAN: I spoke of it as an attitude of mind.



MR. BROWN: Yes.

MR. COYNE: I wonder if you could develop in a little more detail your ideas of this network planning board that you suggest as a possible improvement in the network arrangements. What I am thinking is, do you contemplate this as being a continuing board meeting from week to week composed of a representative of each of the affiliates, or would there be a relatively small board of a few persons representing affiliates -- things of that kind? Could you develop anything specific along those lines?

MR. BROWN: Yes, we will try to, Mr. Coyne. First of all, it is our feeling that if you have a national network, and the privately owned stations constitute the majority of the networks, it seems to us that the station operators, who have a pretty varied knowledge of the likes and dislikes of the people of Canada, should have something to say about what programmes will go on the network and how they are scheduled -- the sequence of programming. As it is now, this is all planned by a CBC group. Some of it is good, in our opinion, and some of it is not so good. It would seem to us if this partnership, again, is to work we should have something to say, because we are seriously affected by our affiliation with the network, and we think of it as being a type of joint planning committee which may have a private station representative from the west coast,



from the prairies, from central Canada and from the Atlantic region, and these men would be elected, presumably, by the private broadcasters to serve on this board. How often they would meet, I don't know. Weekly would be an impractical thing, but network schedules are planned only at certain times in the year, so presumably they could get together at certain times during the year. We feel if private broadcasters could serve on this board we would end up with a better network, because they would know the feeling of the people in their own areas, and they would be sound business men and would have good practical suggestions to make. We point out this has taken place not by formal application, but informally during the past few years, and I think we have acquired some good from it.

MR. COYNE: You are referring to the informal meetings the CBC has called from time to time of the affiliates?

MR. BROWN: That is correct.

MR. COYNE: Do you know what arrangements there are in the United States networks for, shall we say, liaison between the network and its affiliates? Do they have any system of planning?

MR. BROWN: I don't think their affiliates actually sit on a planning board. We do know they have regional meetings.

MR. COYNE: On which matters such as you have mentioned would be discussed?





MR. BROWN: I would think so. I have never attended one, so I don't know, but this is a little different system in Canada where we have one national system which is a combination of publicly-owned and privately-owned facilities.

MR. COYNE: What you are really suggesting is that the idea which has been embodied in the informal and perhaps infrequently held meetings of the affiliates should be carried forward to a more formal and organized body -- some board?

MR. BROWN: Precisely.

COMMISSIONER TURCOTTE: You say the programmes might be better: better in what way -- more popular and reaching a larger audience; more adapted to popular taste?

MR. BROWN: In the broad sense of the word, popular, yes.

THE CHAIRMAN: But not necessarily a more mass-audience programme; you may still have your relatively minority-type programme?

MR. BROWN: Oh, yes, we feel there is a place for that type of programme, but the planning of where it goes and how it is presented, we feel we could make some contribution to that.

THE CHAIRMAN: So that the minority may get a little bigger?

MR. BROWN: Exactly, sir.



THE CHAIRMAN: One other question on this very interesting suggestion on the planning arrangement -- do you think you could get private broadcasters to serve on such a board and really work? I am not asking you facetiously because I have been exposed to this broad problem in national organizations and it is very hard sometimes to get people to do the job once you have got your committee appointed.

MR. BROWN: Well, that is an obvious problem although all of us here in our stations have served on these subcommittees and we have found other broadcasters are willing and anxious to make a contribution to try and improve things. Of course, in any association you get your workers and those who won't work, but I think, given a chance, you would find that private broadcasters would be pleased to help and cooperate. Provided that their efforts were recognized and it was not granting a sort of privilege which had no teeth to it. Such a committee would have to have some teeth and be recognized and respected and not just be a formality which had no -- I don't want to say power -- but it would have to have respect.

MR. COYNE: Mr. Brown, turning to the question of television network programming, where you are commenting on the amount of American content in the English network on television, I just want to ask you one general question. I



am not sure that I am clear as to your meaning -- are you in effect suggesting that the aim in Canada of the CBC should be to improve the quality of the fifty per cent Canadian part of it, rather than to expand in quantity that fifty per cent so as to cut down on the American importations?

MR. BROWN: That is right, sir.

MR. COYNE: Is that a fair summary of your submission?

MR. BROWN: Yes, sir.

MR. COYNE: You refer in your outline to the substantial amount of programming that you have or rather that your station has contributed to the CBC radio networks over the past years. Do you, or have you produced any network material for the television network?

MR. BROWN: We have originated one programme to the television network. Our problem at the moment is we do not have sufficient facilities to do a day to day programming, and also feed regular programmes to the network. It is more involved to feed television to the network, than radio.

MR. COYNE: Do you feel it would be a desirable thing from the point of view of the CBC network to have some of the more local originations from the private stations affiliated with the network?

MR. BROWN: Yes, we do.

MR. COYNE: And what do you think is





necessary to bring that about?

MR. BROWN: Well I suppose there are two things, one, the desire on the part of the CBC to have them, first of all, and secondly, the willingness and the ability of the private stations to produce them.

MR. COYNE: Just on that first point, do you envisage any difficulty in that regard as to the CBC being willing to accept local originations, presuming that they come up to some standard that was set and have to maintain?

MR. BROWN: No. It is our understanding they would be welcomed.

MR. COYNE: Local originations?

MR. BROWN: Yes.

MR. COYNE: Which met those standards?

MR. BROWN: Yes.

THE CHAIRMAN: Is this basic problem one based on the production of live shows, or would it be possible, for instance, to do it on film or on tape?

MR. BROWN: In television, sir?

THE CHAIRMAN: Yes, I leave out tape. because I don't suppose video tape is in yet. You were talking about the fact that your facilities are now crowded in order to produce your own requirements. Are they crowded at certain times or are they crowded all day in such a way that you would not be able to do a film production, for instance?



MR. BROWN: Well, film production is not too practical, Mr. Fowler. To do it properly you would have to do it as a live origination, but as you mention, once we had the type of video tape that you refer to, of course that changes the whole picture. Mr. Reinhart may like to add something to that as to the practical problem.

MR. REINHART: Mr. Chairman, our live facilities are taxed to the absolute limit at the moment and there is, of course, the possibility that the video tape will come in, although I do feel that there is a great desirability to have these shows done live. I believe, however, they will be very necessary because in many instances the budding artist is not able to go to the larger cities to take up residence there and to wait for his big chance to come along. Also, somewhere in that hinterland, if you like, you can get some network experience, but as far as our own experience is concerned at the moment, it would be absolutely impossible to feed any regular network programme with our facilities. The shows have to be better to come up to network standards. I believe the CBC standards for network programmes are excellent, and I don't think we should lower that standard for the purpose of taking fees from private stations. In other words, let's wait until we are really ready.

THE CHAIRMAN: Well, we have also had it suggested to us that there might be production



of programmes by advertising agencies, for example -- admitting that you have to accept certain standards and so forth -- are there any facilities at all for that kind of thing in Canada at the moment, outside of CBC or the private television stations?

MR. REINHART: Not for live network programmes, sir.

COMMISSIONER STEWART: But they would be available once you got the video tape in; is that correct?

MR. REINHART: Yes. If I may, I would like to enlarge on this business of agencies producing shows. We have this in effect in our own station. There is, of course, a danger in letting someone come in and use your employees and your facilities and so on. There is a danger of rehearsing a little too long and this is all a very costly proposition, but we do feel that an agency can produce a show, but that our people should direct it. In other words, our director will be the liaison between our own production people and the agency, but by all means we believe the advertiser has some rights for the great amount of money he is spending, and he should have some say about the programme as it is being produced and who will be on it, what artists shall appear and the general format of the programme. We have had no difficulty in this regard whatsoever.

THE CHAIRMAN: This is merely bringing





the advertiser in, so that you provide the commodity that he wants to buy?

MR. BROWN: That is right.

THE CHAIRMAN: But that is a very different thing, if the advertising agency as such produces the show. I wasn't thinking of using your facilities -- I was thinking of whether there were any other facilities about anywhere that the advertiser could use to produce a show himself.

MR. REINHART: Only by a film -- there are film companies that will do this -- independent companies.

THE CHAIRMAN: I see.

MR. COYNE: Mr. Brown, on the question of the licensing of second television set stations, you recommend a change in the present single station policy but on a limited basis. Do you think that that is particularly feasible in this sense, -- are you suggesting that government policy be changed so that, for example, Toronto be thrown open for an application for a second channel but not Vancouver?

MR. BROWN: No, sir, that was maybe poorly worded -- the intent of the suggestion was this, that all markets would be open for consideration of additional stations, but that the actual recommendations concerning licensing would be based on a sound assessment of the market, as to whether or not it could at this time support a second station.

MR. COYNE: I suppose that doesn't



differ particularly from one of the considerations that must be present on any licence application; is that not so?

MR. BROWN: That is correct, Mr. Coyne, yes.

THE CHAIRMAN: Well, now, is it not almost inevitable that it would be on a limited basis if it were approached in this way? I mean to be practical or just to take a guess at it; would it be wrong to say that if a second channel policy was abandoned that we might have one station in Toronto with only one channel left there, one in Winnipeg and one in Vancouver and perhaps two in Montreal, one in French and one in English -- extra?

MR. BROWN: Extra -- yes.

THE CHAIRMAN: In that sense it would be bound to be limited by the economics of the situation.

MR. BROWN: I think what we mean to say is that if a specific market should happen, because of its geographic location, to have four VHF channels that doesn't mean that they all should be automatically licensed -- it just wouldn't make sound economic sense, that's all.

THE CHAIRMAN: You think unless they should all arrive at a dead heat at the gate it would not be an obligation for the four channels -- the market would not support it?

MR. BROWN: Yes.

MR. COYNE: But you are really suggesting that the single channel policy be abandoned and then



you are coupling with that certain advice to the licensing authority that when granting licences they should proceed with caution and on the basis of a sound analysis of the economic potentialities of the market; is that right?

MR. BROWN: Yes, that is right.

MR. COYNE: Mr. Chairman, those are all the questions that have come to my mind.

COMMISSIONER STEWART: Mr. Brown, you have discussed in a very forthright manner with us this most contentious subject -- the question of a separate regulatory body, and I take it that your view is that the status quo should be maintained, and, I should add there, I think you said for the present?

MR. BROWN: Yes.

COMMISSIONER STEWART: And you gave a variety of reasons for your views; one was that a separate regulatory board would create additional expenses, would duplicate present controls, that there has been no abuse of power so far by the CBC. Now I would like to ask you, how can there be additional expense or duplication through a separate regulatory board? I might explain myself on that point: at the moment the CBC must, in their organization, have people whose duty it is to carry through the duties that would be turned over to the separate regulatory board, so that for my own part I cannot quite visualize what additional expense there would be. There





must be a little bit in relation to the overall cost of the CBC to the people of Canada at the moment, but that additional cost would be very little.

MR. BROWN: I believe it was our thinking, Mr. Stewart, that there would in effect be two boards instead of one. You would still have to retain the CBC Board of Governors.

COMMISSIONER STEWART: Yes, but they are not a costly board -- they are paid in peanuts. I would think the biggest expense of the board would be their travelling expenses.

MR. BROWN: Well, there may be other expenses. You mention that certain functions now performed by the CBC will be turned over to the separate regulatory board.

COMMISSIONER STEWART: Yes, because as I visualize it, the CBC must have some kind of department now that deals with regulations, so that would go by the board and could be turned over to this new institution.

MR. BROWN: I think we have in mind, sir, that everyone seems to agree that we must have Canadian values in our broadcasting in Canada. I don't think anyone is arguing that point, so, if we agree with that, there has got to be some group to see that it takes place.

COMMISSIONER STEWART: Yes.

MR. BROWN: And if the CBC is to continue as a body which produces these programmes which contain Canadian values, they must get distri-



bution of their product, and who is going to see that they get that distribution, and how is it going to be done? The CBC will have this power given to it by the separate regulatory board, if it does come into existence, or perhaps the separate regulatory board itself would impose or make sure that these values did exist.

COMMISSIONER STEWART: Yes. Well, of course, I don't know how the board would be constituted or what mandatory functions they would impose on the private broadcasters -- that is something that would have to be worked out, and they may be even worse than are imposed today, I don't know, but I would like to get as broad a viewpoint of this rather contentious subject as it is possible to get, because we have got to have all the assistance we can obtain from those who know the business in order to reach what would seem to us to be a reasonable conclusion at the end.

Now there is another point that came to mind as you were talking just now. The question of an appeal has been mentioned. Now, if you have a separate regulatory board they would, I presume, be a board that would have some more than superficial knowledge of broadcasting. Would that be the board to which an appeal could be made?



MR. BROWN: I think probably that you would want an appeal above and beyond that board, too, sir. Possibly this may help in answering the question, we are not opposed to the formation of a separate regulatory board.

COMMISSIONER STEWART: There are those who are and those who are not and we are in the middle.

MR. BROWN: We are not opposed to the establishment of a separate regulatory board, it is only that from our experience we feel the Board of Governors has been fair and we just do not see that it is either necessary or particularly desirable and coupled with that we make some recommendations as to how the board may acquire a greater degree of impartiality or, certainly apparent impartiality.

COMMISSIONER STEWART: Well, there is one other point you made when you spoke this morning, I think you mentioned the fact that there was no need for a separate board at the present time, but the development of radio and television was so dynamic that the time might arrive when you would want to change your mind?

MR. BROWN: That is correct, sir.

COMMISSIONER STEWART: The time may not be here yet but I think it would be useful if you could throw your mind forward, if that is possible, to those dynamic developments when some change might be advisable and tell us what then you would think of as a change.

MR. BROWN: I think Mr. Fowler put that question to me earlier.





COMMISSIONER STEWART: I know I am giving you a tall order there, but if you could give us some thoughts on that subject it would be most useful to us.

MR. BROWN: I honestly do not feel, Mr. Stewart that I am capable of that at this moment.

THE CHAIRMAN: Well, just to clarify that question, Mr. Brown, your qualification that you are dealing only with present circumstances was applied to your whole brief, was it not, rather than just to the separate regulatory board idea?

MR. BROWN: That is correct.

COMMISSIONER STEWART: On the other hand, we as Commissioners I think have a duty to try, if possible, to look ahead and not base recommendations just on present day conditions because we are dealing with a media that is developing and developing very rapidly and I feel that we probably -- I do not know about the other Commissioners but I should think they feel the same way -- we have to try and look ahead and I think you said this morning we ought to be able to do it up to five years.

MR. BROWN: Well, some of the possibilities that might come at a later date would be that, there has been much talk about private networks both in radio and in television and this might well be a practical possibility. Now, I understand that, in effect, you can apply today for a private network and can be granted it.

COMMISSIONER STEWART: Well, since you are



talking network, are you talking on the basis of a national network, provincial network or regional network or any one of the three?

MR. BROWN: Any one of the three, probably regional.

THE CHAIRMAN: At the present time do you visualize a private national network in either radio or television as an economic possibility?

MR. BROWN: Having studied the finances of it, sir, we feel that probably in sound or in radio the existence of a private national network is feasible at this time but with television, no, not a live network. I am not saying, second television stations being licensed, that you could not have a kinescope or film network but not a live network on a national basis.

COMMISSIONER STEWART: Well, if I can carry that on another step, on page 3 of your brief, talking of finance, you say:

"Possibly a statutory grant could be based on so much per head of population so that increases in population (resulting in CBC service to more people) would mean increased income to the CBC. If more desirable to relate the CBC's finances to the number of listeners and viewers able to receive CBC service, there is a possibility of setting the grant on the basis of so much per radio and television equipped home."



Do you feel that costs to CBC would increase as the number of listeners or viewers increased?

MR. BROWN: It is a fairly general observation that as the population increases service increases and so would operating costs.

COMMISSIONER STEWART: I was thinking of the city of Montreal here, we will say the population increases by 500,000 in the next five years and with a relative increase in the number of sets in Montreal, that in itself should not increase costs of the CBC, should it?

MR. BROWN: I would not think so.

COMMISSIONER STEWART: So that on the basis of setting your statutory grant on the population or sets we might offer the CBC a higher grant than is necessary for them to carry on their duties.

MR. BROWN: That is quite possible.

THE CHAIRMAN: Doesn't it depend on the nature of the new population?

COMMISSIONER STEWART: On the manner in which it is dispersed throughout the country but I want to get at that point because you can easily, depending on the manner in which the population is dispersed, we might find we are giving the CBC too much money.

MR. BROWN: I think you understand the reason for these observations which we make.

COMMISSIONER STEWART: They are most helpful to us but I want to clarify my own mind on that matter







and to get down to the point of view whether or not I was correct in thinking that an increase in population need not necessarily increase costs.

MR. BROWN: No. The amount of taxation can always be reduced at a later date.

COMMISSIONER STEWART: Yes, I think everyone in the room will agree that is very difficult or seems almost impossible, it just goes up.

THE CHAIRMAN: Mr. Brown and gentlemen, I have asked my question as we went along and so have the other commissioners. We thank you very much for coming and thank you for waiting until today to present your brief. We value your assistance and we will consider your brief.

I think we will rise now for five minutes.

---Recess.



MEMOIRE DES  
PAROISSIENS DE L'IMMACULEE CONCEPTION  
MONTREAL

PRESENTS:

M. ALPHONSE COULOMBE  
MLLE M.M. D'AVIGNON  
MME MAURICE LEBRUN  
MLLE M.L. D'AUTEUIL  
MLLE GILBERT DE SERRES  
M. JOSEPH LIONELLI  
DR. GUSTAVE CHAREST

- - - - -

THE CHAIRMAN: Our next brief is that of Les  
Paroissiens de l'Immaculée Conception de Montréal.  
Who is to present that brief, sirs?

M. ALPHONSE COULOMBE: C'est moi.

THE CHAIRMAN: Would you introduce your group,  
and you may speak in French or in English.

M. COULOMBE: Vous désirez que je présente  
ceux qui m'accompagnent?

LE PRESIDENT: S'il vous plaît.

M. COULOMBE: Il y a mademoiselle d'Auteuil,  
mademoiselle De Serres, le docteur Charest, monsieur  
Lionelli, madame Lebrun, mademoiselle d'Avignon.

THE CHAIRMAN: I am sorry that I am not able  
to question you in French, but if you speak fairly  
slowly, both Mr. Stewart and I can follow you in  
French. Would you present your brief to us either  
by reading parts of it, or by a summarization of it.



M. COULOMBE: J'ai l'intention d'en faire tout simplement un résumé, n'est-ce pas. Monsieur le président, messieurs les commissaires...

THE CHAIRMAN: You may sit down if you wish.

M. COULOMBE: ..le mémoire que nous avons l'honneur de présenter, au nom des paroissiens de l'Immaculée Conception, nous l'avons rédigé pour marquer notre haute estime de la Commission royale d'enquête, de son distingué président et de ses membres, et pour exprimer notre approbation de l'institution de cette Commission. Nous l'avons rédigé avec beaucoup de franchise, de sincérité, dans un esprit de loyale collaboration, de loyale coopération, et nous vous prions respectueusement, monsieur le président et messieurs les membres de le recevoir et de le considérer avec beaucoup de bienveillance, ainsi que les observations, suggestions et recommandations qui y sont consignées.

Le fait est là: la télévision est installée au coeur du foyer et, comme une puissante magicienne, séduit les grands et ensorcelle les petits. Il ne s'agit donc pas tant de prendre conscience, mais bien de prendre position vis-à-vis la télévision, et de l'analyser comme un fait social contemporain. Par elle, une véritable révolution a envahi les foyers.

Voilà pourquoi nos préoccupations primordiales, dans l'élaboration du présent mémoire, ont été de dégager, à l'endroit de la famille et de la jeunesse, l'influence exercée surtout par la télévision. Il est impossible d'aller à l'encontre du progrès, et cette récente invention s'impose, plus encore que la radiodiffusion sonore, à la famille, donc à toute la société, dont elle est le noyau initial, la base fondamentale. Il est urgent de





de mettre la télévision au service du bien avant qu'elle ne devienne un instrument du mal.

La télévision a l'impérieux devoir de respecter le droit naturel des parents, et donc de protéger, de favoriser la famille, parce que c'est en grande partie dans l'enceinte du foyer domestique que se prépare la destinée des Etats. C'est aussi son rôle que de contribuer à la saine éducation et à l'orientation de la jeunesse, car l'intérêt même de l'Etat lui interdit d'oublier que la jeunesse est le fondement de la société de demain.

La protection de la famille veut que tous les programmes présentés aux téléspectateurs soient moraux et qu'une saine vigilance écarte rigoureusement sketches, tableaux, propos, attitudes qui pourraient affaiblir l'esprit familial. Sans doute la télévision est un instrument de distraction, mais, sous couvert de récréation, porter atteinte à ce qui est sacré - le foyer -, ridiculiser les parents de façon ouverte ou larvée, mettre leurs défauts ou leurs tics en relief, tourner en parodie la vie de famille, ce serait lamentable.

Les valeurs familiales ne peuvent être faussées sans conséquences graves pour l'avenir et l'équilibre de la nation. Nous songeons à ces pièces où on laisse croire que l'anormal est normal, que l'époux peut tromper l'épouse, et vice versa, que le mariage stable ne présente que des côtés pénibles, que la venue d'un enfant grève lourdement le budget, que les foyers chargés d'enfants débordent d'inquiétudes, d'obligations innombrables et insurmontables.



Bref, notre télévision canadienne devrait faire sienne cette sage politique de la B.B.C., énoncée en 1952 dans un rapport à l'UNESCO: "Aucune émission de nature à abaisser le niveau intellectuel du télé-spectateur ne peut être tolérée, et nous avons mis au point des méthodes très strictes pour contrôler au préalable non seulement les textes, mais aussi les costumes, les gestes et les expressions qui risqueraient de choquer le public familial, qui est en majorité le nôtre."

Non seulement la télévision doit protéger la famille, elle doit aussi l'aider, la magnifier, en exaltant la puissance du foyer, ses joies et ses beautés. Tant vaut la famille, tant vaut la nation. Travailler à magnifier la famille, c'est donc travailler à consolider les bases mêmes d'une saine démocratie. C'est préparer au pays tout entier des citoyens honnêtes, respectueux du bien d'autrui et du bien public, fidèles observateurs des lois. C'est contribuer à l'édification d'une patrie unifiée, où règnera la bonne entente, où chacun aura à coeur de songer au bien commun.

Dans une autre perspective, il n'est pas moins essentiel que la télévision veille à la préservation de la civilisation latine apportée en Amérique par ses découvreurs européens et les héroïques colons qui ont fait notre pays. La population canadienne se compose donc de deux groupes ethniques différents, et chacun d'eux a droit de survie. La télévision, surtout le poste CBFT, doit donc favoriser l'épanouissement de nos vertus et qualités latines, et rejeter de ses télémissions tout ce qui peut angliciser ou



américaniser notre population canadienne-française.

C'est dire combien grave est la responsabilité de ceux qui livrent leurs messages au hasard des ondes.

Quant aux programmes, nous ne voulons pas de ces programmes qui sont un rappel de ceux qu'on présente dans les cabarets. La protection de la famille demande que le poste CBFT ne dispense pas ces programmes à cause de la vulgarité, des audaces qui caractérisent ces programmes. La pierre d'achoppement dans ces programmes, c'est le vêtement féminin, et nous avons considéré que dans bien des cas les robes des actrices étaient beaucoup trop basses du haut et que les vêtements qu'elles portaient étaient beaucoup trop révélateurs.

Pour ce qui est des programmes d'enfants, nous demandons des programmes qui inspirent le respect de l'autorité, le respect de la loi, de la morale publique, de la morale privée, des émissions favorisant les besoins supérieurs du futur citoyen, du futur chrétien, de l'homme en ses prémices.

Monsieur le président, messieurs les commissaires, c'est à la lumière de ces principes que nous avons analysé et apprécié la plupart des télémissions de CHFT, présentées au cours de l'année 1955-1956, et nous apportons ci-après, dans un esprit essentiellement constructif, nos commentaires, nos suggestions et nos recommandations.

Et maintenant nous allons vous faire grâce, messieurs, de l'analyse des programmes, que vous avez probablement lue et nous allons passer aux recomman-





dations. A la page 50 du mémoire, vous avez là un résumé de tout ce que nous désirons.

1. Ecarter avec vigilance sketches, tableaux, propos, attitudes qui peuvent offenser la morale et affaiblir l'esprit familial.

2. Favoriser l'épanouissement de nos vertus et qualités latines, et rejeter tout ce qui peut angliciser ou américaniser notre population canadienne-française. Au poste de radio français, au lieu de continuer à nous donner des chansons qui prônent l'amour libre, pourquoi ne pas nous donner nos belles chansons canadiennes, nos belles chansons françaises, les dramatiser? Elles sont belles, ces chansons-là.

3. Adopter la ligne de conduite suivie par toutes les autres provinces, en refusant aux brasseries le droit de faire de la publicité à la télévision dans la province de Québec. On nous dit que dans les autres provinces les brasseries ne font pas de publicité à la télévision, pas même dans les journaux. Je me demande pourquoi on fait exception dans la province de Québec, pourquoi la télévision, dans le Québec, se permet d'annoncer les bières.

Me DE GRANDEPRE: Je pense tout simplement qu'il ne s'agit pas d'un règlement de Radio-Canada, mais bien d'un règlement de la Commission des liqueurs, parce que les règlements de Radio-Canada s'appliquent à toutes les provinces.

M. TURCOTTE: On observe les lois provinciales.

Me DE GRANDPRE: C'est une matière de loi provinciale, parce que vous avez des cadres bien précis dans lesquels les annonces de bière ou de spiritueux



doivent être faites, et après cela, il appartient aux différentes provinces, au moyen de leurs lois provinciales des liqueurs, de supplémenter les règlements qui sont déjà là, dans les règlements de Radio-Canada.

M. COULOMBE: Est-ce que c'est exact? Est-ce que la télévision fait la publicité des brasseries?

Me DE GRANDPRE: Je ne pense pas qu'il y ait d'annonces de brasseries ou de liqueurs alcooliques dans les autres provinces, parce que les règlements de Radio-Canada sont les mêmes pour toutes les provinces.

M. COULOMBE: Est-ce que Radio-Canada interdit la publicité des brasseries par l'entremise de la télévision...

M. TURCOTTE: C'est interdit par les lois des autres provinces, les autres provinces l'interdisent dans les provinces.

M. COULOMBE: Dans leur choix?

M. TURCOTTE: Oui, on l'interdit partout et Radio-Canada suit ces règlements.

M. COULOMBE: Au moyen d'une loi provinciale?

M. TURCOTTE: Certainement, on se conforme aux lois de la province.

M. COULOMBE: C'est exact. Je sais que dans les journaux, n'est-ce pas, les journaux publient des annonces pour les brasseries depuis toujours, alors que dans les autres provinces, on ne le fait pas.

M. TURCOTTE: Alors, Radio-Canada s'y conforme. Vous n'auriez pas le droit de le faire si ce n'était pas conforme aux lois de la province.

M. COULOMBE: Alors, c'est parfait.



M. TURCOTTE: Je crois que c'est l'explication. Je n'affirme pas ce que je dis là, mais je crois que si vous faites enquête, vous découvrirez que cela est vrai.

M. COULOMBE: Je ne sais pas, c'est exact pour les journaux; alors...

M. TURCOTTE: Pour les journaux, c'est la même chose.

M. COULOMBE: Notre désir serait qu'à la télévision, vu que vous faites enquête sur la télévision, que vous avez des pouvoirs, nous vous demandons que dans la province de Québec on fasse la même chose que dans les autres provinces, qu'on supprime les annonces pour la bière et les liqueurs alcooliques. C'est une demande que nous faisons.

Me DE GRANDPRE: Le règlement de Radio-Canada auquel vous pouvez référer est dans l'édition révisée du premier décembre 1955, article 9, sous-paragraphes (a) et (b).

M. COULOMBE: Qu'est-ce qu'on dit, exactement?

Me DE GRANDPRE: J'ai le texte anglais ici.

"No station shall broadcast any programme or spot or flash announcement

(a) advertising directly or indirectly, any spirituous liquor or any beer, or wine, or

(b) sponsored by or on behalf of any person or persons whose principal business is the manufacture or sale of spirituous liquor, beer or wine,

except that in any province where the advertising of beer and wine is permitted, a programme of not less than ten minutes' duration sponsored by a brewer or winery may be





broadcast, subject to the following conditions..."

Alors, les règlements de Radio-Canada s'en rapportent à la loi provinciale dans cette matière-là.

M. COULOMBE: Parfait. Merci. On me fait remarquer que la télévision est obligée, par exemple, de suivre les lois provinciales dans ce domaine-là, de se prévaloir d'un privilège que leur accorde la province de publier ces annonces...

M. TURCOTTE: Il n'y a pas d'obligation, de même qu'un journal, même si il est libre d'accueillir la publicité de spiritueux, il est aussi libre de la refuser. Il n'y a pas d'obligation de le faire, mais c'est permis, un journal pourrait refuser d'annoncer les boissons; ils ne le font pas, et même, ils l'acceptent tous, en autant que je sache.

M. COULOMBE: Je crois qu'un journal a des intérêts financier à sauvegarder, mais dans le cas de Radio-Canada, il n'est pas question de finances. Vous devez avoir des idées supérieures, voyez-vous, il n'est pas question d'argent...

M. TURCOTTE: Evidemment, Radio-Canada prend les revenus autant que possible, afin de soulager les responsabilités des contribuables..

M. COULOMBE: Seulement si vous invitez la population de la province de Québec à boire, Radio-Canada n'aura pas beaucoup, ne recevra pas beaucoup d'impôts, parce que notre population va dépenser son argent dans les épiceries. Je crois que ce serait une bonne façon pour vous autres d'augmenter les revenus. Plus la population sera riche, plus elle versera d'impôts. En somme, nous vous demandons quand même s'il y aurait moyen de corriger cette



anomalie, nous considérons ça comme une anomalie, n'est-ce pas, de voir que dans la province de Québec on publie ces annonces, et ailleurs on le fait pas. D'ailleurs, vous savez que les annonces, même pour la publicité directe, si on nous montrait une grosse bouteille de bière, c'est correct, ça serait grossier, mais non, on fait une belle annonce, ça crée entre une brasserie et le client une certaine sympathie, voyez-vous, et ce qui est mal surtout, cela habitue notre jeunesse à trouver là-dedans tout ce qu'il faut pour être heureux; je crois que c'est là que c'est mauvais. Alors, nous vous le demandons, dans tous les cas. Je comprends que si le règlement le permet, quand la province le tolère, mais nous aimerions bien si vous notiez cela d'une façon spéciale.

4. Eviter que CBFT, tribune de l'Etat, se prête à la diffusion de fausses doctrines. Ça, je pense, tout le monde est d'accord là-dessus.

5. Prohiber le port de la robe dégageant la naissance des seins. Dans certains programmes, n'est-ce pas, qui sont un rappel des programmes de cabaret, comme on l'a dit tantôt, le vêtement de la femme laisse beaucoup à désirer. A un certain âge, cela ne nous influence pas beaucoup peut-être, peut-être pas beaucoup, les dames, mais rappelons-nous quand nous avions quatorze, quinze ans, ce que c'était que de voir une femme à moitié habillée. C'est tout aussi beau de se présenter avec une belle robe - nous ne demandons pas une robe attachée jusqu'au cou et longue jusqu'aux pieds, nous demandons que les



actrices soient modestement vêtues, convenablement vêtues.

6. Bannir les chansons prônant l'amour libre, l'amour païen.

7. Expurger la télévision de toutes vulgarités et audaces.

8. Débarrasser la télévision de la "pin up girl". Si vous avez des explications à demander ce que c'est la "pin up girl", ma voisine pourra vous en donner une.

9. Proscrire les téléthéâtres et films dont les théories viennent en conflit avec nos principes et notre conception de la vie.

10. Garder l'émission Eaux Vives à l'affiche durant toute la saison régulière. Vous connaissez ce programme, peut-être, quelques-uns d'entre vous. C'est le programme du Père Legault que nous avons le dimanche durant quatre, cinq mois, je pense, un très beau programme qui a été goûté, aimé de la population, très aimé, le dimanche après-midi. C'est un programme religieux: une petite causerie appropriée, ensuite de ça un sketch. C'est très instructif, c'est très, très bien, ce programme. Alors, nous vous demandons de laisser ce programme durant toute une saison, c'est-à-dire d'octobre à mai.

11. Produire des émissions évoquant des faits édifiants de notre histoire.

12. Supprimer de la programmation l'émission La Rigolade. Nous comprenons que c'est un programme qui plaît à une assez grande partie de la population, mais nous considérons que des gens intelligents, ne





devraient pas se prêter à des programmes aussi vulgaires, même s'il y a de beau prix, de belles récompenses attachés à ces programmes.

13. Cesser de téléviser les séances de lutte, à moins d'amendement des conditions qui régissent la lutte actuellement. Ce n'est pas une demande qui est bien populaire, parce que nous savons très bien que les gens regardent la lutte, mais la lutte telle qu'elle existe actuellement, c'est un combat bestial, c'est grossier, ça défie toutes les règles du jeu, on ne respecte pas l'autorité, on n'a pas de respect pour l'arbitre, c'est très ridicule. Alors, dans le sport qui devrait faire oeuvre d'éducation, le sport n'a pas le droit de pervertir le monde, mais nous en sentons les effets chez les écoliers, dans les cours de récréation, dans les écoles, le jeudi, c'est la lutte, toujours la lutte. Seulement, les élèves qui sont jeunes ne sont pas comme les lutteurs, ils se font mal, tandis que les lutteurs ne se font pas mal; seulement nos jeunes se font mal parce qu'ils prennent ça au sérieux, ils luttent pour de bon, tandis qu'aux Etats-Unis, on annonce ça comme du vaudeville, au lieu de la lutte. Alors, nous ne sommes pas contre les sports, nous sommes pour les sports, mais pour la vraie lutte. Il ne faut pas leurrer la population indéfiniment.

14. Former un comité consultatif permanent pour le choix des pièces de théâtre. Vous avez les détails à la page 11. On demande...vous savez que ce n'est pas facile de choisir des pièces de



théâtre propres, morales, qui conviennent à un très grand nombre de téléspectateurs, qui conviennent à des gens instruits, à des gens qui ne sont pas des gens de la ville ou de la campagne, des gens qui ont une formation.. Alors, nous demandons la formation d'un comité consultatif qui serait judicieusement choisi, composé de gens ou de membres qui ont une expérience théâtrale, une connaissance du milieu canadien-français, des gens qui pourraient guider, aider, si vous voulez, ceux qui s'occupent de ces émissions à Radio-Canada, qui s'occupent du Télé-Théâtre le dimanche soir et qui..

M. TURCOTTE: Entendez-vous ça un peu sous la forme d'un comité de censure en même temps, parce que autrement le choix des pièces est fait d'abord par le personnel de Radio-Canada, je suppose, qui détermine quelle pièce on va passer, au point de vue technique, artistique, et ce comité serait à quel point de vue? Pour juger de la moralité ou de l'opportunité de présenter la pièce?

M.COULOMBE: Voici. A tous points de vue; au point de vue qualité d'abord, si la pièce, au point de vue moral, est irréprochable. C'est un peu de la censure; si la pièce convient à la grande majorité des télé-spectateurs, de ceux qui vont écouter ce télé-théâtre-là ce dimanche soir, ça pourrait être un comité de Radio-Canada, un comité consultatif formée de cette façon-là.

MLLE D'AUTEUIL: D'ailleurs le mot consultatif veut dire que le point de vue censure lui aidera pas, parce que c'est seulement consultatif.



M. TURCOTTE: D'ailleurs, cela serait pour l'éclairer seulement?

M. COULOMBE: Oui, ça l'éclairerait un petit peu.

15. Alternier drames et comédies. Le dimanche soir, pas toujours des drames ou des comédies, mais alterner. On verra qu'on demande aussi le dimanche soir des opérettes. On n'a pas suffisamment de pièces de théâtre...un drame, une comédie, une opérette durant une heure et demie, une belle opérette, ça serait très populaire. Il y a quelques années, il y avait les Variétés Lyriques, et cela serait très populaire, ça, les opérettes, très intéressant.

16. Présenter des classiques et des pièces d'auteurs célèbres, mais en ayant soin, par exemple, de faire expliquer ces pièces par un commentateur qui pourrait expliquer d'avance les pièces et dire où ça se passe, ces choses-là, et nous donner une certaine explication; pour les gens qui ne sont pas initiés, cela pourrait les intéresser.

M. TURCOTTE: Selon la formule employée maintenant pour les ciné-clubs?

M. COULOMBE: Justement, c'est ça.

M. TURCOTTE: Comme on le fait à la radio? Je crois qu'on le fait à la radio, n'est-ce pas?

M. COULOMBE: Oui.

M. TURCOTTE: Le théâtre de Radio-Collège qui explique une pièce avant ou après, je ne me souviens pas. Vous voudriez la même chose à la télévision?

M. COULOMBE: Avant, n'est-ce pas?





De préférence avant pour certaines pièces classiques qui ne seraient peut-être pas à la portée de la masse, mais qui développerait en eux le goût du beau théâtre, et qui, petit à petit, viendrait à hausser le niveau. Alors, l'explication, c'est ce que je veux dire, l'explication avant ou après, selon la pièce.

17. Donner éventuellement des opérettes pour parer à la pénurie du répertoire théâtral. J'ai discuté ça plus tôt.

18. Mettre à la disposition des artistes un plus grand nombre de studios pour faciliter les répétitions. L'ensemble des studios est très bien pour les représentations, mais il faudrait bien y ajouter, si c'était possible, pour faciliter le travail des artistes.

19. Affecter un généreux budget au Téléthéâtre pour lui garder son caractère artistique.

20. Montrer exclusivement des longs métrages de grande valeur.

21. Raccourcir, au cours de l'été, les heures d'émission, plutôt que de saturer les télé-spectateurs de films de dixième ordre. Cela complète la pensée. Nous voulons de la qualité au lieu de la quantité. A la télévision, nous voulons de la qualité. S'il faut supprimer une heure, si le budget n'est pas suffisant pour nous donner trois, quatre ou cinq heures de télévision, qu'on nous en donne quatre, mais toujours quelque chose de bien, pour relever le peuple, pour faire que la télévision ne s'abaisse pas à plaire au peuple, mais bien que la télévision doit relever le peuple de plus en plus, dans la mesure du possible.



22. Réclamer de l'O.N.F. des documentaires tournés dans notre province et en français. Nous avons remarqué que presque tous les films tournés par l'Office National du Film étaient tournés en dehors de la province de Québec et publiés en anglais, et ensuite ça nous était présenté pour synchroniser en français. Nous aimons toutes les provinces du Canada, nous sommes intéressés à les connaître aussi parce que nous les aimons, elles font partie de notre pays, mais ce n'est pas du chauvinisme que de demander que l'Office National du Film tourne également des films dans notre province. Nous avons dans la province de Québec de très beaux paysages, des traditions qui méritent d'être exaltées et nous avons aussi des artistes de valeur. Alors, nous demandons que l'Office National du Film tourne des films dans notre belle province de Québec.

M. TURCOTTE: Nous n'avons pas mission d'enquêter sur l'Office National du Film. Proposez-vous que Radio-Canada invite l'Office National du Film à faire des films, à tourner des films pour les passer à la télévision, puisque nous parlons de télévision?

M. COULOMBE: C'est une belle idée; alors, nous l'avons glissée, nous savons que vous êtes capables d'y faire suite. Nous suggérons aussi de diminuer le nombre des programmes du genre music hall. J'ai fait allusion tantôt à certains programmes genre music hall, tels que A la bonne Etoile, Feu de Joie, Porte Ouverte, et il faudrait les diminuer. Ce sont des programmes qu'on rencontre dans les cabarets, les clubs de nuit. Ce n'est pas ce public qui nous



intéresse, ce qui nous intéresse c'est la masse de la population. Si vous l'avez remarqué dans notre mémoire, c'est pour sauver notre famille, notre jeunesse.

24. Insérer dans les programmes de Variétés des chants et danses de folklore, en remplacement de certains numéros de chorégraphie. Eh! bien, là, au lieu de nous donner des danses insignifiantes, pourquoi ne pas faire connaître notre folklore, les gens du terroir et de nos campagnes. Ce serait une façon de les faire connaître, et cela leur ferait plaisir aussi.

25. Faire appel, pour l'émission Cléopâtre, à des participants doués de souplesse d'esprit, de préférence à des érudits; ou revenir à la formule du Nez de Cléopâtre. Le programme Nez de Cléopâtre était très intéressant, et il a été remplacé par le programme Cléopâtre tout simplement. Dans ce programme, il y a une partie intéressante, celui qui pose des questions très spirituelles, et celui qui répond doit faire entrer certains mots dans ses réponses, et c'est là qu'il serait intéressant d'entendre des réponses intelligentes, puisqu'il doit y avoir des réponses, et ce serait certainement un programme à corriger. Il serait bon d'y insérer quelques bonnes notions, afin d'avoir des réponses spirituelles, intelligentes, mais à l'heure actuelle, les trois-quarts du temps, c'est plus ou moins bien.

26. Remanier le programme Le Fil d'Ariane, ou le supprimer. Ce programme-là manque de vie, il faudrait le remanier.

27. Changer l'heure de la télémission Carrefour, afin qu'elle ne coïncide pas avec l'heure du souper.





Cela veut dire qu'on aime bien ce programme-là, mais 6.45 heures, c'est l'heure du souper dans beaucoup de foyers, et on aimerait voir ce programme-là reporté à une autre heure. Evidemment, quand le mémoire a été préparé, c'était l'heure de ce programme, mais depuis c'est changé; tant mieux.

M. TURCOTTE: Est-ce que c'est l'heure du souper pour tout le monde à travers toute la province?

M. COULOMBE: 6.45 heures..

MLLE D'AUTEUIL: On n'a pas fini de laver la vaisselle à cette heure-là.

M. COULOMBE: Il faudrait peut-être passer ce programme-là un peu plus tard.

28. Assigner au Téléjournal un plus grand nombre de photographes. Le Téléjournal, c'est les nouvelles, le soir, et c'est presque la répétition de ce que nous donne la radio. Alors, je crois que c'est faire un double emploi. Le téléjournal devrait avoir ou donner quelques images, nous en donner plus que nous en avons actuellement.

M. TURCOTTE: Vous voulez dire les nouvelles filmées?

M. COULOMBE: Oui, les nouvelles filmées, ce serait plus intéressant, parce que actuellement, donner des nouvelles comme on les entend à Radio-Canada, c'est inutile, ça, ça passe à six heures et demie à Radio-Canada...

MLLE D'AUTEUIL: A six heures.

M. COULOMBE: A six heures, exactement, c'est une répétition, à peu près, à sept heures, de ce que nous avons entendu à la radio à six heures.



MLLE D'AUTEUIL: A CBMT il y a beaucoup plus de photographies.

M. COULOMBE: On me fait remarquer qu'il y a beaucoup plus de photographies à CBMT; il manque probablement de photographes à CBFT; alors nous demandons plus de photographes pour CBFT.

29. Inviter quelques fois, durant l'année, à l'Heure du Concert, nos grandes chorales et nos manécanteries. Eh! bien, nous aimerions avoir...nous avons de très belles chorales à Montréal, des manécanteries, et ce serait une façon de faire connaître ces chorales et manécanteries, qui méritent certainement d'être connues.

30. Exiger une publicité plus discrète, et de préférence utiliser les dessins animés humoristiques...

MLLE D'AUTEUIL: Pour revenir aux chorales et aux manécanteries, il serait intéressant de les entendre et de les voir à la télévision.

M. COULOMBE: Si vous avez quelque chose à dire, quelques remarques à faire, vous pouvez m'interrompre, car je sais que messieurs les commissaires sont très patients.

31. Interrompre moins fréquemment les programmes par des laius publicitaires. Vous savez, quand on écoute un programme et que tout d'un coup ils viennent nous couper ça avec une annonce, c'est très désagréable. Il faudrait corriger ça. Avoir une petite annonce, peut-être, c'est très bien, le commanditaire a certainement droit à une annonce, mais pendant le programme, le moins possible, et



peut-être faire cette publicité-là avec des dessins filmés, des dessins animés, pas par un discours de cinq minutes; ça nous énerve, ça, ça nous blesse les oreilles.

32. Consacrer aux jeunes deux émissions religieuses. Le mémoire dit que nos jeunes sont gâtés dans la province, tellement au point qu'il y a une dizaine d'heures qui leur sont consacrées, et nous aimerions avoir une couple d'émissions religieuses qui leur seraient destinées, afin de montrer à l'enfant que la religion est partout, doit être partout. Nous ne demandons pas de leçons de catéchisme, mais des leçons vivantes qui leur inspireraient de belles idées, au moyen de petits sketches, d'un petit film, mais faire quelque chose dans ce domaine, parce que si on leur donne ça comme leçons de catéchisme, ils reçoivent ça à l'école. En rendant ça vivant, les enfants en profiteraient, ils seraient convaincus que partout dans la vie il faut de la religion, et je crois que ce serait bien d'aller lire à la page 43 l'expérience de Seattle. C'est magnifique, cette expérience-là. On se plaint que les enfants ne lisent pas assez, mais il faudrait peut-être essayer de les inviter à lire.

Dans le but de réveiller chez les jeunes le goût de la lecture, CBFT ferait bien de s'inspirer d'une expérience fructueuse faite à Seattle, consistant en une série d'émissions questionnaires d'une demi-heure sur les héros de livres pour enfants, héros qu'il s'agissait de faire identifier par les jeunes





téléspectateurs. Ces émissions eurent pour résultat immédiat que la bibliothèque publique et ses annexes, ainsi que trente-huit centres de prêt et deux bibliobus signalaient que tous les livres de l'auteur mis en cause la première fois avaient été empruntés avant la deuxième émission.

Alors, il faudrait peut-être commencer ça, des émissions-questionnaires; cela inviterait les enfants à faire des recherches, voyez-vous, et puis quand ils feraient des recherches dans les livres, cela leur aiderait à apprendre, ils ne seraient pas à faire des mauvais coups tout le temps, et puis cela leur donnerait beaucoup d'éducation et d'instruction.

34. Restreindre les palabres au minimum dans les programmes d'enfants et y introduire plus d'action. Vous savez, les enfants, ce qu'il leur faut à la télévision, c'est de l'action, ce ne sont pas des discours; ce ne sont pas des conférences, c'est de l'action qu'il faut pour les intéresser.

35. Passer avant le souper les programmes essentiellement récréatifs et reporter après le souper les émissions éducatives. Voyez-vous, les émissions consacrées aux enfants ont lieu presque aussitôt après le retour de l'école, alors que l'enfant est fatigué ou subit une certaine tension nerveuse, il a besoin de repos. C'est pour ça que nous demandons, à cinq heures, de passer des programmes essentiellement récréatifs; à ce moment-là, l'enfant a besoin de repos, et si on lui présente des programmes qui ressemblent un peu à celui de l'école,



c'est assez pour lui faire détester ces programmes-là, de fermer le bouton ou aller à l'autre poste. Alors, nous demandons de cinq heures à cinq heures et demie des programmes essentiellement récréatifs, et après l'heure du souper, passer des programmes éducatifs, qui mettent l'enfant dans une certaine ambiance et le préparent à bien étudier ses leçons. C'est ce que nous demandons.

36. Adapter des ouvrages de la littérature canadienne et française pour enfants. Les contes de Perreault, par exemple, et les autres qui sont mentionnés, et ne pas oublier les fables de La Fontaine, dramatiser ça, et il y en a aussi à la page 42 du mémoire, on peut voir ça.

M. TURCOTTE: La comtesse de Ségur?

M. COULOMBE: Oui. Vous avez tout ça, toute l'explication. Nous avons aussi des livres canadiens, alors dramatiser ça.

37. Dramatiser des chansons canadiennes et françaises intéressant les enfants. Adapter des ouvrages, remplacer les chansons américaines prônant l'amour libre, l'amour païen par des belles chansons canadiennes.

38. Faire des reportages sur les jardins zoologiques et botaniques, avec participation d'enfants. Donner de ce genre de programmes aux télé-spectateurs, aux enfants, afin qu'ils trouvent cela plus intéressant, qu'on apprenne que ce film-là a été pris au jardin zoologique de Québec, de Granby, ou encore au jardin botanique de Montréal. La leçon



serait donnée dans un décor beaucoup plus beau que dans le studio.

39. Introduire le scoutisme à l'écran.

Les chants du scoutisme sont très bien inspirés, ce sont de beaux chants, et ensuite de ça, le costume du scout frappe l'enfant, cela intéresserait beaucoup nos enfants.

40. Réserver aux adolescents une demi-heure au début de la soirée pour une télémission ayant quelque analogie avec un programme d'enfants. Vous savez, les adolescents voudraient se voir beaucoup plus vieux; ce qu'il leur faut, ce sont des programmes qui ressemblent aux programmes des adultes. Alors, pourquoi ne pas leur en servir des programmes ayant quelque analogie, quelque ressemblance aux programmes pour adultes, et leur servir ça au début de la soirée, de la veillée?

41. Développer chez les jeunes le respect de l'autorité, de la morale publique et privée. C'est notre dernière recommandation, développer chez nos jeunes le respect de l'autorité. Pour ma part, j'ai fini. Je vous remercie de votre bonne attention. Maintenant, si mes compagnons ou compagnes ont quelque chose à ajouter, j'espère que vous voudrez bien les écouter.

Mademoiselle d'Avignon, ici, aimerait ajouter quelques remarques, ou préférez-vous attendre des questions?

THE CHAIRMAN: We will proceed with the questions. Thank you for presenting the brief, and thank you for coming to-day.





Me DE GRANDPRE: J'ai seulement quelques questions, parce que l'analyse des programmes dépasse un peu les cadres des pouvoirs de la Commission, mais vous avez énoncé certains principes généraux dans votre mémoire, sur lesquels je voudrais revenir, et particulièrement à la page 47, au sujet de la télévision à l'école, où vous dites que vous vous objectez formellement à l'intrusion de la télévision dans nos écoles", parce que vous considérez qu'il s'agirait là d'un empiètement, dans un domaine provincial, par un organisme fédéral. Est-ce que vous êtes au courant des arrangements qui existent à l'heure actuelle avec les provinces et les départements d'instruction publique des différentes provinces?

MLLE D'AUTEUIL: Avec la commission protestante, oui, mais seulement avec la commission protestante.

Me DE GRANDPRE: A l'heure actuelle, Radio-Canada met à la disposition des divers départements de l'Instruction publique les services de ses techniciens, les facilités de ses studios, en somme met en branle la structure de la télévision, pour permettre aux divers Départements d'instruction publique de présenter leurs propres programmes scolaires, et c'est le département lui-même, le département de l'Instruction publique qui prépare les programmes, qui sont ensuite mis sur les ondes par les techniciens de Radio-Canada. En quoi trouvez-vous qu'il s'agit là d'un empiètement par un organisme fédéral dans un domaine qui est strictement provincial?



M. COULOMBE: Voici. C'est que l'enseignement relève uniquement de la province.

Me DE GRANDPRE: D'accord.

M. COULOMBE: Vous êtes d'accord là-dessus, cela relève de la province. Alors, comme la télévision relève du fédéral, voilà pourquoi nous considérons qu'aussi longtemps que la télévision relèvera du fédéral, nous ne voulons pas voir la télévision à l'école, si elle nous est imposée par le fédéral.

Me DE GRANDPRE: La télévision vous sera amenée, donnée par le gouvernement fédéral, par l'organisme fédéral, mais les programmes seront choisis par le département de l'Instruction publique de la province.

M. COULOMBE: Alors que les gens au comité du conseil de l'Instruction publique l'accepteront, nous nous inclinons volontiers, mais actuellement, je crois que le comité du conseil de l'Instruction publique s'est prononcé contre la télévision à l'école.

Me DE GRANDPRE: Je voudrais savoir pourquoi. Est-ce que vous avez des raisons particulières pour vous y opposer, ou est-ce tout simplement parce que le conseil de l'Instruction publique de la province y est opposé? Nous avons eu des représentations de la part de l'Association des éducateurs catholiques de langue française, et ces gens étaient d'un avis tout à fait opposé et admettaient qu'il ne s'agissait pas là d'un empiètement dans le domaine provincial, et ils étaient des spécialistes dans la matière, ce sont des gens qui sont principalement intéressés, et je me demande si vous avez des



raisons particulières pour prendre la position que vous prenez aujourd'hui?

M. COULOMBE: Voici, nous autres...d'ailleurs, le comité catholique de l'Instruction publique s'est prononcé carrément contre la télévision à l'école, c'est pour sauvegarder un principe. Maintenant, le jour où il y aura une entente....

Me DE GRANDPRE: Elle existe actuellement.

M. COULOMBE: Pardon?

Me DE GRANDPRE: Elle existe actuellement.

M. COULOMBE: Est-ce qu'elle existe avec le comité de l'Instruction publique de la province.

Me DE GRANDPRE: Non, mais elle existe avec les autres provinces, et ce comité de l'Instruction publique est très efficace.

M. COULOMBE: Mais l'entente n'existe pas à Québec?

Me DE GRANDPRE: Pas à Québec, non.

M. COULOMBE: Evidemment, c'est pour soutenir le comité catholique de l'Instruction publique, qui a certainement des raisons que nous ne connaissons pas, de la refuser. Personnellement, nous vous disons qu'en principe l'enseignement relève de la province.

Me DE GRANDPRE: Mais vous n'avez aucune raison particulière, sauf de vouloir suivre la décision du comité de l'Instruction publique de la province?

M. COULOMBE: Bien, suivre les directives du conseil de l'Instruction publique de la province de Québec; je ne veux pas donner de leçon au comité catholique du conseil de l'Instruction publique de la province.





Me DE GRANDPRE: Maintenant, dans un autre domaine, vous parlez du genre de nouvelles, et on a discuté à plusieurs reprises devant la Commission, à savoir s'il y aurait avantage ou inconvénient à ce que les nouvelles ne soient pas commanditées. Est-ce que vous avez étudié, dans vos réunions, ce problème des nouvelles qui seraient commanditées par des agences commerciales?

MLLE D'AUTEUIL: Les nouvelles de Téléjournal, vous voulez dire?

Me DE GRANDPRE: Que les nouvelles de Téléjournal ou les nouvelles de Radio-Canada soient vendues comme tout autre programme à des commanditeurs?

M. COULOMBE: Bien, j'aimerais autant qu'ils soient indépendants; nous n'avons pas étudié la question.

Me DE GRANDPRE: Vous n'avez pas étudié la question?

M. COULOMBE: Non.

M. TURCOTTE: Pour en revenir à cette question de la télévision à l'école, et aussi de la radio, d'ailleurs, je crois que dans beaucoup de provinces, c'est le cas du Nouveau-Brunswick, de l'Alberta et de la Saskatchewan, le ministère de l'Instruction publique de ces provinces prépare tous les programmes, et Radio-Canada se borne à mettre à la disposition des autorités scolaires des provinces ses studios, les ondes, leur prête les techniciens pour préparer les programmes. Ainsi, il n'y a, d'aucune façon, empiètement d'un organisme ni de Radio-Canada, ni du gouvernement fédéral, mais il s'agit d'un certain gouvernement



provincial qui loue du temps qu'il ne paye pas, mais qui est offert gratuitement par Radio-Canada. Vous comprenez?

M. COULOMBE: Je comprends très bien .

M. TURCOTTE: C'est la raison pour laquelle je vous dis ça, parce qu'à la page 47 de votre mémoire, vous mentionnez ce fait. Je vous dis ces choses afin de vous mettre au courant de ce qui se fait dans ce domaine. De plus, nous avons entendu les représentations de l'Association canadienne des éducateurs de langue française, et leur porte-parole était le Père Cormier, qui est directeur de l'Université Saint-Joseph de Moncton et qui, eux, dans le Nouveau-Brunswick, profitent précisément de cela aussi bien dans les écoles catholiques. Le Père Cormier nous a dit que ces programmes préparés par le ministère de l'Instruction publique du Nouveau-Brunswick ne constituent, en aucune façon, une intrusion du gouvernement fédéral dans les affaires de la province, parce que vous avez parfaitement raison de dire que c'est le domaine du gouvernement provincial, mais le gouvernement provincial pourrait profiter de cet avantage, louer du temps pour ces programmes. Ce temps est offert gratuitement, exactement comme un dommanditaire peut acheter un programme, seulement dans ce cas-là, il est donné, dans ce temps-là, ils font ce qu'ils veulent. Est-ce que vous comprenez, là?

M. COULOMBE: Très bien.

DR. CHAREST: Il y a une chose que nous avons discutée, c'est la commercialisation des programmes le dimanche.



M. COULOMBE: C'est là une chose que nous aimerions voir éliminés, parce que le dimanche c'est une journée qui ne devrait pas être prise avec les affaires.

Me DE GRANDPRE: Vous ne voulez pas de programmes commercialisés le dimanche?

DR. CHAREST: C'est ça.

M. TURCOTTE: Appliqueriez-vous cela aux postes privés aussi?

M. COULOMBE: On s'en tient surtout à la télévision dans notre mémoire.

M. TURCOTTE: Mais il y a aussi les postes privés.

M. COULOMBE: Cela serait la même chose, c'est entendu.

MLLE D'AUTEUIL: Ça serait plus juste.

M. TURCOTTE: Où voyez-vous la différence entre la commercialisation à la radio ou à la télévision? L'annonce verbale à la radio, ou visuelle à la télévision, c'est toujours de la publicité?

Me DE GRANDPRE: Et dans les journaux, le dimanche?

M. COULOMBE: Les journaux ne sortent pas le dimanche, nécessairement.

M. TURCOTTE: Ils sont lus le dimanche.

M. COULOMBE: On n'est pas forcé de les lire.

MLLE D'AUTEUIL: Alors que pour écouter, c'est difficile de se fermer les oreilles.

M. TURCOTTE: Que feriez-vous pour résoudre ce problème-là?





M. COULOMBE: Evidemment, c'est la même mesure pour tout le monde, n'est-ce pas?

MLLE D'AVIGNON: A la radio, je crois qu'à Montréal, les programmes commandités sont plutôt rares.

Me DE GRANDPRE: A Radio-Canada?

M. TURCOTTE: Mais pas aux postes privés?

MLLE D'AUTEUIL: Tout le monde devrait être traité de la même façon.

MLLE D'AVIGNON: Alors, il faudrait peut-être que les règlements soient faits pour que tout le monde soit sur le même pied, dans ce domaine-là, parce que c'est une journée de repos pour tout le monde, et enfin, le dimanche, c'est la journée de la famille, c'est la distraction. Ce n'est pas, comme le disait le président, le temps de faire des affaires.

M. COULOMBE: Il y a un point sur lequel vous avez insisté. Nous n'avons peut-être pas donné de réponses comme vous l'auriez désiré sur la question de télévision à l'école. Nous nous sommes prononcés, évidemment, et puis je crois qu'on aurait pas pu se prononcer d'une autre façon, avec les directives que nous avons.

Me DE GRANDPRE: Pourquoi?

M. COULOMBE: Parce que c'est l'autorité supérieure dans l'enseignement dans la province.

Me DE GRANDPRE: Les éducateurs de langue française se sont prononcés d'une façon tout à fait opposée à la votre, et pourtant ils sont encore plus proches du comité de l'Instruction publique que votre association?



M. COULOMBE: Oui, je le reconnais; seulement, est-ce qu'ils étaient unanimes?

Me DE GRANDPRE: Ils étaient quatre, et ils étaient tous d'accord.

M. COULOMBE: Alors, nous autres, évidemment, nous ne sommes pas des spécialistes.

DR. CHAREST: Ils venaient d'une autre province.

Me DE GRANDPRE: Deux venaient de la province de Québec.

MLLE D'AVIGNON: Est-ce qu'ils représentaient le Canada au complet?

M. TURCOTTE: Oui.

M. COULOMBE: C'est peut-être la différence.

Me DE GRANDPRE: Cela ne change pas les raisons.

M. COULOMBE: Oui, je sais, mais ces propositions-là ont été faites au comité.

Me DE GRANDPRE: Ici, nous sommes en comité, pour étudier des raisons, et pour des décisions qui sont prises. Je voudrais savoir s'il y a quelque chose qui s'oppose à ce que soyez d'accord sur cette question...

M. TURCOTTE: En somme, la province se prive d'un avantage qui est conféré gratuitement aux autres provinces.

M. COULOMBE: Oui, je sais, la province de Québec s'est privée d'autres avantages aussi, avant aujourd'hui, dans d'autres domaines, et puis est-ce qu'elle a eu tort ou raison, j'en sais rien, mais avant de se priver des avantages que la télévision lui offre, elle s'est privée de bien d'autres



avantages. Prenez par exemple la pension de vieillesse, c'est la même chose, on la paye dans l'Ouest, et Québec a rien, et dans d'autres domaines, certains octrois que nous n'avons pas eus.

M. TURCOTTE: De toute façon, ce que l'on disait, c'était pour votre gouverne, pour vous renseigner, afin que vous sachiez quelle est la situation, vous et votre comité.

M. COULOMBE: Je vous remercie beaucoup, monsieur le commissaire.

M. TURCOTTE: Ce n'est pas pour critiquer, c'est simplement pour vous dire que vous êtes mal renseigné, et qu'il est bien que vous sachiez ces choses-là.

M. COULOMBE: Il me reste encore à vous remercier beaucoup.

THE CHAIRMAN: We thank you very much. I should have noted, Mr. Coulombe, that your brief will be marked as Exhibit No. 182 in our record.

---EXHIBIT NO. 182: Brief of Les Paroissiens de  
l'Immaculée-Conception, Montréal.

THE CHAIRMAN: Again, thank you very much for coming.





SUBMISSION OF  
CJOR - VANCOUVER

Appearances:

Mr. George Chandler, President

- - - -

THE CHAIRMAN: The next brief is from Mr. George Chandler on behalf of Station CJOR Vancouver. Mr. Chandler, we are very sorry we missed you in Vancouver and we are very glad to see you here today.

MR. CHANDLER: Mr. Chairman and the Commissioners, for the sake of clarity in questioning I think it may be wise to do something that I didn't do in this brief. It consists of five papers, and I would suggest that the first one entitled "To the Royal Commission on Broadcasting" be numbered one, and the second one to the Royal Commission on National Development in the Arts, Letters and Sciences -- that is the Massey Commission -- be numbered two, and the third one, which is entitled "The Case for Broadcasting" be numbered three -- and incidentally it is noted on the back of this that it was written on October 18th, 1951 -- the next paper, "Freedom of Speech at the Crossroads", be numbered four, and the final one, "Memoranda on Television", be numbered five.

THE CHAIRMAN: We will mark these as parts of one brief, and this will be marked as



Exhibit No. 183.

---EXHIBIT NO. 183: Brief of CJOR Vancouver  
(in five parts).

THE CHAIRMAN: I would like to say that I don't want you to hurry and you may be able to get started, but when you come to a convenient breaking point in say the next fifteen or twenty minutes will you please stop, or, if you have outlined it by then, we will commence the questioning after lunch.

MR. CHANDLER: Thank you, sir.

Mr. Chairman and gentlemen, I have filed with this Commission a brief which sets forth the knowledge and beliefs acquired during the thirty years which I have operated my own radio station -- CJOR in Vancouver. I believe the industry and diligence of this Commission have led them to read this brief and for that reason I will not attempt to repeat it in its entirety at this time, unless asked to do so. Instead I am offering a summary of my conclusions, and am prepared to answer your questions with specific reference to the pertinent text of the brief.

It is my opinion that radio policy in Canada has not worked to the best interest of the public, nor to the best long-term interests of the country.

I recall some questions were asked of Mr. Montclair, where you asked for some specifics.

As a result I decided to speak of one specific. Specifically, Canadians have been



robbed of substantial areas of broadcast coverage because the licensing and regulating authority is in direct competition with privately owned stations.

THE CHAIRMAN: I don't understand that; I did not quite follow you. Would you mind repeating that, please?

MR. CHANDLER: Specifically, Canadians have been robbed of substantial areas of broadcast coverage because the real licensing and regulating authority is in direct competition with privately owned stations. Now this is a difficult thing to explain. It involves various technical things. To an engineer it would be comparatively simple, but I shall try to explain it, and I shall try to be as simple as I possibly can be and as rapid as possible.

We had a condition in 1936 where in North America there were three classes of radio stations, one would be classed a clear channel station, another would be classed a regional station, and the third a local station. Most of the private broadcasters were involved in the operation of these regional channels. The standards in our broadcasting stations at night time had an interference reaching maybe some twenty to fifty times its coverage; that is, it could interfere over a great number of miles.

The standards that they attempted to maintain in North America in these regional stations then called for stations of 1000-watt power, separated by about one thousand miles geographically.





That is, if we took a channel of 1000 kilocycles, all the stations in that channel would have a separation of about one thousand miles. Under those conditions those stations would be protected from interference at night-time to a contour line of approximately one millivolt. I should explain that one millivolt contour line is a far greater distance from the station and covers a much greater area than does the  $2\frac{1}{2}$  or 4 millivolt contour line. Otherwise there is a higher interference radius and a higher millivolt needed to a protected contour. In this case the protected contour was roughly about one millivolt contour line.

In 1936 the United States proposed that these regional stations should be raised to 5 kilowatt power. If they were raised simultaneously the interference would go up but the compensating factor would be that the power would go up so that the status quo would remain unchanged. This called for changed standards of interference through contours. One millivolt to  $2\frac{1}{2}$  millivolt contours in the case of a one kilowatt station. They could come in much closer to the station and much less area would be involved or covered and the compensating factor would be an increase in the power. Now, in the congested area of the northeastern United States there were a number of stations that had less mileage separation, and we were in fact receiving interference to about the fourth millivolt contour line, so,



recognizing these facts of life, the United States changed the standards to two classes of regional stations, which were then called Class 3-A and 3-B.

Class 3-A stations were permitted to use 5 kilowatts night-time, and were protected to about  $2\frac{1}{2}$  millivolts contour line. Class 3-B stations had 500 or 1000 watts power night-time, protected only to the 4 millivolt contour, which, obviously, was much closer to the station and covered much less area.

At one of the early meetings of the Board of Governors of the Canadian Broadcasting Corporation the question was asked by one of the members of the Board -- one of their employees -- as to how much power was necessary for a good service, and the reply was 1000 watts. Now, this was in the face of what was occurring in the United States and what was being planned. The CBC have an excellent engineering staff, and certainly must have been aware of this. I protested -- I think I broadcast -- and our Association protested, but it took some nine to ten years to get this cleared up, and in the meantime great damage had been done. For example, the United States, taking a look at these Canadian stations with 1000 watts -- would obviously class them as 3-B and they did permit their nationals to so operate their stations and to so reconstruct their stations that a number of Canadian stations were restricted where they had previously enjoyed



coverage to the one millivolt contour close to the four millivolt contour.

There are two specific examples -- one was Saskatoon, which was operating at 600 kilocycles with a power of 1000 watts, and had a coverage to about the one millivolt contour. Station WMT then in Waterloo, Iowa, was operating on 1000-watt power. It moved its transmitter to Cedar Rapids, Iowa, raised its power to 5 kilowatts, and in so doing it designed its antenna system so that Saskatoon was restricted effectively to approximately to  $3\frac{1}{2}$  millivolts contour line. So that they only had approximately the night-time coverage they had previously enjoyed.

Another case was where it was necessary to find another channel for a station in Regina. They had enjoyed a coverage to the one millivolt contour line. I read an engineering brief that was presented by KGW in Portland, and they raised their power to 5 kilowatts. In the preamble of this brief they said it was not necessary to consider the Regina station as it was already restricted to approximately the 4 millivolt contour line, so I tried to find out where it had occurred, and I found out it had occurred by increasing the power in the station at Milwaukee. So that the result was Regina wound up with a protection to approximately the 4 millivolt contour line.

This also opened the door for the







United States to drop in stations closer to the Canadian boundary and made it feasible, and that did occur in some cases.

Now the point I am making out of this is that if an independent tribunal had been administering this proposition instead of taking the advice of its employees or the employees of the Canadian Broadcasting Corporation, then I am inclined to think that we Canadians would have had some opportunity of meeting this increased interference in 1936 or 1937, when we should have.

THE CHAIRMAN: What you are saying today is that in your opinion there was a technical mistake made?

MR. CHANDLER: A technical mistake, yes.

THE CHAIRMAN: Well, how could you guarantee against a technical mistake being made by an independent tribunal -- so-called -- when the actual licensing and the question of power is handled by the Department of Transport, by law, in Canada?

MR. CHANDLER: By law?

THE CHAIRMAN: You agree there must be control over power?

MR. CHANDLER: I do -- definitely.

THE CHAIRMAN: And allocation and licensing?

MR. CHANDLER: I do.

THE CHAIRMAN: I mean just to keep order.

MR. CHANDLER: But the real licensing



authority in effect is the CBC, the Department operates only on the advice and the recommendations of the Canadian Broadcasting Corporation.

THE CHAIRMAN: That is not the evidence we have had.

MR. CHANDLER: I beg your pardon?

THE CHAIRMAN: That is not the evidence we have had.

MR. CHANDLER: Well, it is the fact.



THE CHAIRMAN: You say they operate only on the advice of the CBC?

MR. CHANDLER: I think they are required by statute, a reference for an application for license or a change in the station is referred to Transport and it is then referred to a committee consisting of --

MR. COYNE: I think the decision is under Section 22, the Minister of Transport cannot act on an application until he has referred it to the CBC and received their recommendation. There is not any law to require him to accept that recommendation but he must receive their recommendation.

THE CHAIRMAN: Of course, but if you have a state broadcasting agency where you have an independent board, whether you have an independent board, whether you have an independent board or not, you have the licensing invested in the Ministry of Transport. Would you not agree that the views and position of the CBC in this case should be heard by the Ministry of Transport. Would you not agree that the views and position of the CBC in this case should be heard by the Ministry of Transport?

MR. CHANDLER: I agree entirely but they establish the policy, the CBC says that they will recommend the station have a maximum 1,000 watts power.

THE CHAIRMAN: They may recommend it but they are not establishing the policy because they ask for it any more than you would have if you had asked





for 2,000 watts.

MR. CHANDLER: The fact of the matter is they did establish the policy.

THE CHAIRMAN: You mean the recommendation was accepted?

MR. CHANDLER: That is right.

THE CHAIRMAN: Well, in some cases your recommendation may not be accepted and in some cases it can be. In this particular case you knew their recommendation was wrong. But, here you have a licensing authority and the Department of Transport by law, do you say it should not be there?

MR. CHANDLER: No, I agree that is the proper place for the licensing authority.

THE CHAIRMAN: All right, that is what it is by law today but I understood you to say you thought it was provided that they should receive a recommendation from the state-owned agency, the CBC, in order to make their decision which is also by law. Now, what you are in effect saying is that a recommendation made by the CBC was mistakenly accepted in 1936. Well, supposing there had been an independent regulatory board, might they not also have made a mistake?

MR. CHANDLER: They might have but I think it less likely because an independent regulatory body would be accepting advice from the private industry as well as the CBC.

COMMISSIONER STEWART: Would the CBC have gained or lost by reason of their incorrect decision?

1890

Received of the Treasurer of the

Board of Directors of the

City of New York the sum of

Five Dollars

for the purchase of

one hundred and fifty copies of

the report of the Board of Directors of the

City of New York for the year

ending on the 31st day of December

1890

Witness my hand and seal

this 1st day of January 1891

Mayor of the City of New York

John A. Bidsell

City Clerk of the City of New York

John A. Bidsell

City Clerk of the City of New York

John A. Bidsell

City Clerk of the City of New York

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John A. Bidsell

City Clerk of the City of New York

John A. Bidsell

City Clerk of the City of New York

John A. Bidsell

MR. CHANDLER: I would say they would gain because it put them in relatively a greater power position in respect to broadcasting by diminishing service.

COMMISSIONER STEWART: I am probably showing my ignorance here and it is rather profound too; would that be due to the fact that they reserved to themselves the cleared channels?

MR. CHANDLER: No, I do not think it had any bearing on that although it removed competition from private individuals for the clear channels.

THE CHAIRMAN: How would it be an advantage to the CBC to have --

MR. CHANDLER: The advantage is this, that in effect the time of competing stations shrunk.

COMMISSIONER STEWART: But would not the CBC be bound by that decision of the Minister of Transport as well as the private stations?

MR. CHANDLER: No, they were not bound by it because they could recommend for their own stations and their recommendations were invariably accepted.

THE CHAIRMAN: I will have to ask about that later when we have them before us. I must say this, Mr. Chandler, we want any examples we can get of the kind of conflict of interests and duties arising from the present structure as distinct from the proposed independent regulatory body. I must frankly tell you that that kind of example is a very difficult one for non-technical people to understand. You said that at the outset.





MR. CHANDLER: I do realize that. I proposed in my brief an easily administered, low cost method of licensing broadcasting stations that will benefit the entire Canadian public life. In support of my opinion that Canada's radio policy needs immediate revision I offer the following points:

1. The present controls are barren and unwarranted.

2. The tremendous power of advertising as a beneficial force in our free economy has been diluted by dictation of the CBC;

(a) The strength to the national economy of the purchasing power of the greater Toronto area, 40 per cent of the nation's total, is being only partially tapped.

3. Canadians have suffered by an artificial reduction in the number of available television broadcasting channels.

4. Radio is not playing its proper role in education.

5. A re-examination of the Massey Commission Report reveals it erred badly in several respects.

6. The sole need for licensing radio is technical.

7. A radio channel should be viewed as a block of real estate, there is a great similarity.

THE CHAIRMAN: Will you go over that last again?

MR. CHANDLER: A radio channel should be viewed as a block of real estate, there is a great similarity





and in our brief we say why.

THE CHAIRMAN: You think a radio channel is equivalent to a block of real estate?

MR. CHANDLER: Correct, and we demonstrate that in the brief.

THE CHAIRMAN: Would you give me the page for that? I have read the brief but it is some time ago, I must admit, and I have forgotten that reference.

MR. CHANDLER: It is in section 4 on page 5 and that is the section of the brief we intend to read later.

8. CBC regulations are an abridgement of the freedom of speech, and in this we are going to cite a couple of cases.

9. A subsidized media such as the CBC is unfair to all other advertising media.

10. There should be a new procedure for licensing of radio and television stations.

This, Mr. Chairman, might be a reasonable point to break.

THE CHAIRMAN: Very well. Have you covered more or less your headings?

MR. CHANDLER: That is it.

THE CHAIRMAN: We never have any idea as to how long the questioning may last but I was wondering for your own presentation, so we can make arrangements for this afternoon, what amount of time would you conveniently require to make your opening presentation?



MR. CHANDLER: I might say that I am going to ask Mr. Allard to read the section this afternoon because his voice is much better than mine and it will break the monotony. My estimate is 20 to 30 minutes.

THE CHAIRMAN: Very well, we will have questions after that. We will resume at 2.30.

---At 12.45 o'clock the hearing adjourned for lunch.



---Upon resuming at 2.30 p.m.

THE CHAIRMAN: Mr. Chandler, will you proceed, please?

MR. CHANDLER: I will introduce Mr. Allard, who will proceed to read the brief.

THE CHAIRMAN: Mr. Allard needs no introduction.

MR. ALLARD: For the record, Mr. Chairman, I am not appearing for or with CJOR. I am merely serving here this afternoon the function of a satellite transmitter, reading certain portions of Mr. Chandler's brief which he has indicated to me, because he has developed a slight cold. Having completed that function, I sign off for the day.

I am beginning on page 1 of document 1.

The undersigned has owned and operated a radio broadcasting station in the City of Vancouver for thirty years. During that entire period, the radio industry has been subjected to a constant and rising pressure from those who believe in restrictive control of this vital medium of information.

Pressure from the same sources, amounting to a campaign to curb freedom of speech in Canada, is today greater than ever. This kind of thinking has triumphed in the field of television so far as the existing television policy in Canada is concerned.





The pressures against us have not come alone from formal Socialist sources, and it has been necessary for private broadcasters, including myself, to devote a great deal of time to stating our case down through the years.

The basic case which I have supported ever since coming to broadcasting remains the same -- a belief in freedom of speech, and a maximum amount of competition.

Because these beliefs have not changed with the passing years, I am submitting four papers which date over a six-year period, and serve as examples of the efforts made by this industry to impress upon authorities the vital necessity for freedom of radio and television in Canada.

Practically the entire content of these briefs is valid today, and they are submitted now as integral parts of this brief.

Then the nature of the four papers is listed.

You will find in these papers, time and again, evidence of what I feel is a shocking situation, whereby an arm or arms of government have utilized their power to develop an artificial monopoly.

It has been one of the hazards of the radio business that so much time has to be taken in what has become a continuing battle against controls imposed by departments of government, not always with the knowledge or permission of



Parliament.

I have never been able to see the justification for these unwarranted controls, inasmuch as they have always operated against the better interests of the listening public, the artists and others employed in radio and television, the private operator himself and the commerce of the nation.

Continued expansion of the North American economy has been based largely upon the effective use of mass communications in linking the consumer with the product. I feel that one of the prime reasons that our North American economy has expanded more rapidly than the economy of the rest of the world, has been because the expansion of mass media of advertising has occurred.

Some sixty years ago, when billboards and streetcar advertising were starting to grow, newspaper publishers were screaming "ruin". However, the demand for advertising media expanded more rapidly than the supply, and the newspapers were not hurt. When radio broadcasting came along the newspapers were fearful of this new mass medium. This is one of the prime reasons that the government is now broadcasting in Canada, the feeling being that any Crown corporation with a monopoly on broadcasting would not be competitive either for advertising dollars or for news interest.

The facts of radio development in Canada have indicated that the estimate was wrong,



and broadcasting by private enterprise has the general support of the press in Canada because of the implications of government competition and government control in mass communications. The dollar going into advertising has expanded to the position that the printed medium is running at an all-time high in advertising and circulation revenue, in spite of the competition of radio and television.

Television poses a similar problem to competitive forms of mass communication. However, the evidence to date is that this adjusts itself and the economy expands to take care of it. Some people suffer in the meantime, but in the long haul the expansion of the economy takes care.

Los Angeles was a city with early saturation of television. Los Angeles is also the most competitive city in North America from the viewpoint of radio broadcasting, yet in spite of television saturation, the trade magazine "Broadcasting-Telecasting", tells us that the revenue of radio broadcasting stations in the Greater Los Angeles area in 1955 expanded by 34 per cent over 1954.

It is the writer's belief that it is necessary for the development of advertising media to precede the development of the economy. Therefore I have favoured the rapid development of all media in spite of the fact that it can and does cause for us additional competition.

The Greater Toronto area, and immediate







territory surrounding, represents approximately 40 per cent of Canada's purchasing power. If an advertiser who has distribution throughout Canada decides on an advertising campaign, it is natural that Toronto must be included in this campaign. For the development of maximum revenue for radio and television stations in Canada, it is essential that there be a surplus of facilities in Toronto area. Similarly, there should be surplus facilities in other major markets in the east, such as Montreal and Ottawa, and in the west, Vancouver and Winnipeg.

Subsidized Crown corporations are not aggressive sellers of advertising. Therefore a CBC station in any city does not perform the basic public service of bringing the producer and the consumer together with maximum efficiency. In the Greater Toronto area, the CBC has two radio transmitters, using the finest facility. In addition thereto there are only two stations which effectively cover the Greater Toronto area but with limited coverage tributary to Toronto. In addition, there are two other stations, one of which is of limited power but full time in operation, and the other station operates daytime only. Neither of these two stations give effective coverage of Greater Toronto during night-time hours. Undoubtedly the limited competition in the Toronto area seriously affects the development of advertising revenue in the rest of Canada. The



government has similarly created an artificial shortage in Toronto on television. This statement will be developed later.

It is immaterial if there are seven, fifteen or twenty available television channels in Flin Flon, providing there are only two usable channels in Toronto. The revenue for all the available competitive services in Flin Flon will never develop if in the important area of Toronto only two services are available. A shortage of facilities in Toronto is a shortage that has been artificially created, but which can effectively stifle the development of competitive television across Canada for a great number of years.

I turn now to page 8, the last full paragraph beginning on it.

In the high density areas of Canadian population near the northeastern United States border, we have this situation: District No. 1. The United States has established co-channel mileage separation for TV stations on the VHF bands as 170 miles. Canada has insisted on every assignment within 250 miles of the border being fixed. Obviously there was some quid pro quo involved, and it is the writer's belief that this was a reduced number of facilities for Canada within 250 miles of the International Border.

I take up now, Mr. Chairman, on page 9, beginning with the first whole paragraph on that page.



As explained in the fourth paper attached hereto, the assigned television spectrum is broken into several sections. The bulk of the channels are 14 - 83. No receivers have been sold in Canada which will work on these channels. In the populated areas of Canada, such as the section from Montréal to Sarnia, and lower British Columbia, there is a practical saturation of television receivers. Yet all these receivers only work on 12 out of 82 channels. Therefore, until new receivers are developed, 80 per cent of the spectrum is effectively removed from competition.

The situation has been aggravated by developments since VHF channels have been taken out of Montreal, Ottawa and Toronto, so that now we have the situation with one remaining VHF channel in Toronto and no more VHF channels in Ottawa. In southern British Columbia a deal was made to transfer from that section of British Columbia to Bellingham, Channel 12. (Incidentally, this station is operated as a primary Vancouver station. Practically its entire income comes out of British Columbia.) Channel 2 was initially assigned to Victoria, and Channel 3 to Chilliwack. Channel 2 has been moved to Vancouver, and though Channel 3 is still listed for Chilliwack, its use is not compatible with the agreed-upon mileage separation for adjacent channels. Therefore the effective use of another channel has been







removed from southern British Columbia.

Some drastic action is necessary to open more VHF channels for Toronto. Otherwise we cannot have competitive television in Canada for a long time. UHF channels are useless, until such time as there is saturation and the public demands all-band receivers. In this connection I would recommend that legislation be considered, making it mandatory for manufacturers of receivers to make their machines so that they are compatible for operating on all 82 channels. If this is done prior to general development of colour receivers, it is possible that a change-over to all-band receivers in the saturated areas would occur in as few as ten years, rather than twenty or more.

I turn now to document No. 2, at the last paragraph beginning on page 12.

Why all these special rules and regulations applicable to radio only among the media for mass communication? There is no special code of regulations established for daily newspapers, weekly newspapers, magazines or even direct mail.

A broadcasting station's waves do extend beyond provincial and federal borders. Therefore some sort of control is necessary to ensure orderly use of the spectrum. To effect orderly use of the spectrum, the Federal Government must make treaties and agreements with other nations. The control of the government's own nationals to ensure that they abide by the terms



of such treaties and agreements calls for a licensing system. The licensing system requires regulations of a technical and engineering sense so that the broadcast station will fit in with the framework of international treaties and agreements. Beyond this there does not seem to be the need for applying any further regulations to a licensed broadcasting station, that is, no further rules than the rules of law that apply to other means of mass communication and expression. The vesting of wide regulating powers by parliament to a regulating authority indicates a line of thinking which is a fundamental threat to freedom of speech and freedom of the press. Had the press been established at the time of broadcasting, and for some reason it was decided to license the press, then we would surely find the same set of special rules and regulations hampering the press.

It is my belief that a regulating body that is completely removed from the operation of the CBC is bound to examine with greater disinterest the matter of discrimination. For years I have been convinced that a major element in the CBC unhappily tolerates the private broadcasting industry.

I turn now to page 20 on the same document.

Harking back to my general exposition on regulations, one wonders if a government body should be in radio broadcasting any more than



it should be in the publication of daily newspapers of national or local circulation. There is no doubt but that a crown corporation could fill in some areas of publication that were worthy, which due to the competitive aspect of publishing in general are not given the public in maximum doses by private publications. It is equally valid to consider that the government should be an operating body in what is perhaps a larger field of mass communication -- radio broadcasting.

One early theory was that the ether spectrum was so limited that only a few could operate in it, and that broadcasting being a natural monopoly, it should be a government monopoly. A number of well meaning people accepted this theory and it is even given some serious consideration today. In fact, however, it is completely fallacious. There is no major city in Canada that has not as many or more privately-owned broadcasting stations than there are daily papers. In fact, a daily newspaper occupying none of the ether spectrum has perhaps a tighter monopoly than radio broadcasting has or ever could have.

To expand a little further, a comparison between a crown corporation in publication and one in radio broadcasting, let us assume as we did earlier in this presentation, that the daily press was born simultaneously with broadcasting and that it was decided to license such a powerful arm of propaganda. Suppose that the licensing







authority went further and licensed the right to purchase. We would have a nice comparison by requiring the public to subscribe at \$2.50 a year to the daily crown publication, which subscription then gave the purchaser a permit to buy to his heart's desire any private publications in Canada or any imported publications. This is the situation with radio broadcasting.

THE CHAIRMAN: Mr. Chandler probably meant that when he wrote it, but he can't mean it now?

MR. CHANDLER: Sir, that document was dated at the time of radio licensing. Perhaps this had something to do with that improvement.

MR. ALLARD: To listen to any station, a Canadian must buy a licence to support the crown-owned broadcasting system.

We have all heard great talk about preservation of freedom of the press and preservation of freedom of speech. Everyone seems to lose sight of the fact that the first freedom of speech is the freedom to listen and the first freedom of the press is the freedom to read. Therefore a fundamental freedom that the Canadian people should have is the freedom to own and operate a radio receiver without the purchase of a licence or without having a number in a card index in Ottawa.

Licensing of radio receivers occurred in Canada as a result of the need for inspection of



equipment for safety of life at sea. The licensing authority was part of the Act before radio broadcasting was conceived. It became a habit.

I would recommend as one of the fundamental freedoms of the public of Canada to listen, that legislation be introduced limiting the licensing authority for radio receivers only to those where periodic inspection was necessary due to their need for public safety. The power at present vested in the crown corporation of regulating and in fact licensing competing broadcasting stations is most unfair. The special tax that radio broadcasting stations pay as a direct subsidy to the competing crown corporation is grossly unfair. The subsidized corporation that can make the rules and deal all the cards in the operation represents a condition that is completely contrary to any element of fair play.

The private broadcaster is dependent solely on revenue developed as an advertising media for sustenance. It is obviously unfair that a subsidized crown corporation should be competing for similar revenue but just how fair is this subsidization to business in general. The facilities that an advertiser uses when he uses crown-owned transmitters are facilities that were paid for with public funds. Is this fair to the competing advertiser operating perhaps in a smaller region, who is perhaps obliged to use a non-subsidized radio station or perhaps may prefer to



spend his money in some other media not in receipt of a subsidy?

If the crown corporation is subsidized by public funds, it certainly should not be in the advertising business, or if it is in the advertising business perhaps a crown subsidy could be given as a matter of right to all competing forms of advertising. Doubtless there is some public benefit from limited government participation in the arts and sciences of broadcasting, publishing and manufacturing of pictures if the government continues in the broadcasting business, and it seems that it is likely to, how should its broadcasting activities be financed?

The fairest method would be by parliamentary grant -- then each year when the estimates came up the members of the House of Commons would be able to analyze to see whether the public was getting value received from the broadcasting system, and whether it was too cheap a luxury or too expensive a luxury.

In conclusion, I would recommend the establishment of an independent regulatory body. I would suggest that the regulations of this body be restricted to those essential (in the technical field) for the maintenance of international agreements regarding the allocation of frequencies, etc., and in the field of actual operation, that any regulations formulated be in the direction of the prevention of monopoly and







otherwise comparable to government regulations relating to the daily press.

I turn now, sir, to document No. 3 headed, "The Case for Private Broadcasting", at the top of page 5.

The earliest form of mass communication was by the voice. A man's ability to publish and communicate his thoughts was at that time limited by the strength of his voice. Early writing was largely for the purpose of maintaining records. It was not intended as a mass form of communication. However, when the printing press was developed, a new means of mass communication became available. It did not communicate the man's voice to greater masses of people but it did give a mechanical means of enabling a man to transmit his thoughts to a greatly enlarged audience.

In the English-speaking world it has taken mankind generations to develop freedom of speech. It is the cardinal freedom of the English-speaking world. This freedom of speech is twofold; it is the freedom to speak and it is the freedom to listen; it is the freedom to publish and it is the freedom to read. One cannot exist without the other. The freedom to listen is as essential a facet of the freedom of speech as the freedom to speak. It is in reality the freedom to communicate.

When the freedom to speak and the freedom to listen had been established, the freedom to



publish and freedom to read became a logical extension of free speech. This has since become a firm factor in our Western civilization.

Radio broadcasting in any of its forms, however, has not yet obtained the freedom to speak that is recognized in the freedom to write. It is a contradiction of our ideology, a denial of the democratic principle, that the initial freedom, the freedom to speak and listen, is at present suffering from influences similar to those which restricted printing in the early days of printing.

This curtailment of mass communication and mass publication by radio is an off-shoot of a strong 20th Century trend towards socialization. If the Socialists bring about the complete socialization of the business of publishing, that is, the business of mass communication; then general socialization can be brought about very speedily. They who control communications, control the thought of the people.

Radio broadcasting was quickly recognized in its true position as eventually becoming the greatest mass means of communication. It had natural qualities making control easy. This is because of the history of the licensing of the mechanism of radio publication. Any licensing applying to any divisions of the press in our English-speaking world has not been interpreted as a licence for controlling what shall be published and communicated by the press. But it



is a fact that today in Canada it would be virtually impossible to publish any daily newspaper of any consequence unless the licensing process had somewhere taken place. The key to the licensing of the press as a means of publication is like the key in the licensing of broadcasting as a means of mass publication, that is in the mechanics, the raw material.

Today the raw material for the printed press comes from forest licences for the manufacture of paper; a licence which is granted by the Crown. However, the freedom to print and publish by printing has become so firmly established that no one would dare to use this control of the raw material of printing for controlling the material which is printed. The material which is printed is controlled by the broad law of the land and not by specific laws aimed at this one means of mass communication.

Had the printing press been a development of the 20th Century, and had timber grants been also a previous development of this century, the following situation in Canada today would be by no means unlikely.

The forces of Socialism would have seen that an extension of the necessary mechanism for the orderly development of paper from timber grants and timber licences could be extended as a means of controlling what was printed on the raw material coming from those timber







licences. Had this been a 20th Century development it would have followed the same trend in an attempt to socialize a mass means of communication. Fortunately for our Western democracies the press had established its rights to publish long before timber licences were generally understood.

In the early days of radio broadcasting it was considered that broadcasting was perhaps a natural monopoly. The engineers had not developed either receivers or transmitters with the degree of perfection which is common today. In fact some people were of the opinion that at one time the ether spectrum would be overcrowded by only one or two hundred broadcasting stations in the North American continent. Thus restriction of wave lengths in the early days encouraged the development of government broadcasting corporations.

The theory apparently was that if it was a monopoly perhaps it should be a public monopoly. This is somewhat similar to the early day theories on power and transportation. But once the government corporations have become entrenched there has been no success in removing them from their fields.

In North America, with the general practice of the competitive system of broadcasting, engineers have developed techniques where broadcasting is not a monopoly; in fact broadcasting throughout North America is most highly competitive. It is far more competitive than any other means of



mass communication or publication. In 1941 at the time the first North American Regional Broadcasting Agreement came into effect there were some 1200 stations in North America on the standard broadcasting band. In 1950, when the last North American Regional Broadcasting Agreement was signed there were almost 3,000 stations in the official list. Since the war the number of stations in the United States has expanded from less than 1,000 to nearly 2,300. These are the stations in the standard broadcasting band. In addition thereto, in the United States there are some 700 frequency modulated broadcasting stations and there is room with present day engineering techniques for at least 3,000 more frequency modulated stations. The United States appears to have reached virtual saturation in broadcasting but it is a saturation brought about by competition and not a saturation brought about by technical limitations.

In Canada, similar conditions exist. There are far more privately owned broadcasting stations operating in Canada than there are daily newspapers. For example, in the City of Vancouver there are four privately-owned and one publicly-owned broadcasting stations, and there are at present only two companies controlling newspapers, The Vancouver Sun, which in turn has stock control in The News Herald, and the Vancouver Daily Province. In the City of Toronto there are at present four





privately-owned broadcasting stations and effectively only two publishers, The Globe and Mail and The Telegram, under common ownership, and The Toronto Star.

THE CHAIRMAN: This is a somewhat dated reference, too?

MR. CHANDLER: That is right, it is dated.

MR. ALLARD: An examination, city by city, in both Canada and the United States, makes it evident that there are more broadcasting stations than there are daily newspapers, and the competition is much keener in the broadcasting field. In fact, the number of amalgamations of newspapers in the last few years has developed a monopolistic trend in the press field, leaving radio broadcasting as the only true competitive method of mass communication and mass publication in operation.

The proponents of public ownership and public operation of broadcasting like to place before people the suggestion that anyone, if he chooses to do so, can publish a newspaper. These same people state that not everyone or not anyone can operate a radio broadcasting station. They point to the limit of available technical facilities for starting new broadcasting stations. The evidence of the past has indicated that this is untrue. The fact is that in the past ten years a great number of new broadcasting stations have been started in North America and a great number of newspapers have ceased publication. Virtually no





new newspapers have appeared in the field.

The suggestion that anyone can publish a daily newspaper is a ridiculous one. One of the first requisites for such an undertaking would be adequate capital. An enormous amount of capital is required. It would also be necessary to have assurance of obtaining a franchise from a news agency. Evidence in the past indicates that such a franchise is both difficult and expensive to obtain. If a news agency service can be obtained and the capital is available, the next problem would be to obtain adequate newsprint. Newsprint is at present so scarce (and it is becoming increasingly scarce) that it would be virtually impossible for a new publisher to obtain newsprint. To obtain this print this new publisher might find himself in the position of being obliged to purchase a paper mill and with that paper mill obtain timber licences for the raw material for his paper.

It is infinitely easier for anyone in Canada who desires to operate a broadcasting station to do so. It is difficult, but it is much easier than starting a newspaper.

Since radio broadcasting is today one of the most truly competitive means of mass communication, it is desirable in the interests of freedom of speech that the media be unhampered by state restrictions.

Proponents of public operation of radio broadcasting suggest that it is even more necessary that the medium of television be most



tightly controlled by a publicly owned corporation. They point out that the monopoly aspects of television are greater than the monopoly aspects of radio broadcasting. This just is not true. The Chairman of the Federal Communications Commission in the United States forecasts that within ten years there will be over 2000 television broadcasting stations in the United States. That is, it is expected that in the next ten years, television will expand to the same total number of stations in the United States that it has required broadcasting a quarter century to develop. This suggestion of greater monopoly in television does not stand up either; it is just not true.

The Massey Commission in its Report suggests that control of radio broadcasting in Canada should continue as in the past. That means that the controlling authority should be the Canadian Broadcasting Corporation, a Crown corporation. The Commission supports the present method whereby this Crown corporation is operating with public revenue derived from the licensing of radio receiving sets and from the licence fees paid by radio broadcast stations. The Corporation has great powers to restrain competition. The Massey Commission recommends continuance of this power. The Corporation has already restrained competition to a high degree. The Corporation, while it is by law, in the position of having the control of network broadcasting,





has interpreted this control as being in fact a monopoly in network broadcasting. Therefore, by applying these powers over network operation it has effectively restrained competition in the national advertising field.

This restraint of competition has worked to the great advantage of American firms and of firms in Canada of American ownership. It has enabled and encouraged these firms to compete by importation of advertising into Canada and transmitting such advertising across Canada on a Government-subsidized advertising corporation.

I turn now to page 21 of the same document.

Just so long as the CBC has the power to control private broadcasting stations it is in its interests, in its interest of survival, that it use these regulations in a manner so that privately operated broadcasting cannot look too good in relation to the CBC. Therefore, the performance of private broadcasting is bound to be braked by the CBC. Yet there is need for some regulation in order that there shall be orderly assignment of frequencies and orderly use of these. This entails some regulatory body. I would recommend that this regulatory body be empowered to regulate both CBC and privately operated stations. I would recommend that its regulations be as few as are absolutely essential. Its regulations should have no aim at curtailing freedom. No aim at curtailing freedom of speech or freedom of expression or freedom of use.





In Chapter III on page 24 of the Massey Commission's Report it states as follows:

"Advertising was becoming increasingly strident, most of the programs came from sources outside of Canada, and broadcasting stations were concentrated in urban centres leaving other large areas unserved."

This quotation was part of a section dealing with the Aird Commission. I would flatly deny the first part of the quotation, that is, that advertising was becoming increasingly strident. The second portion of the statement that most of the programmes came from sources outside Canada is completely untrue. In 1929 there were four stations within Canada importing programmes from the United States; perhaps there were five, but there were definitely these four -- CFRB Toronto, CKGW Toronto, CFCF and CKAC Montreal, and the fifth was perhaps CKOX (later CKLW) in Windsor. This same paragraph then states there were then 62 stations in Canada; 57 stations had no direct connection with the United States networks and they were rarely, if ever, supplied with any programmes from the United States networks. Therefore, the statement above quoted is palpably and completely untrue. In the last part of this sentence wherein it states "broadcasting stations were concentrated in urban centres leaving other large areas unserved," it



is interesting to note that when the Canadian Radio Broadcasting Commission and its successor the Canadian Broadcasting Corporation first came into operation their first activities were to take over stations in major centres of population. Canadian National Railways at that time had a few stations; they had one in Vancouver and they had one in the Maritimes. Also, I believe, they had one in Ottawa. The Crown corporation to operate broadcasting when it was formed took over these Canadian National Railways broadcast stations. They immediately closed the one that was for the purpose of serving rural areas down, that was the Canadian National Railway broadcast station in the Maritimes. Their initial expansion did not go to rural areas but their initial expansion concentrated on the large centres of Montreal and Toronto already adequately served. Private enterprise expanded into the hinterland and private enterprise was already substantially in the hinterland. It is unfortunate that statements which are so completely contrary to the facts of the case are being constantly repeated until in the minds of a great number of people they seem to have some semblance of truth.

The Canadian Broadcasting Corporation became the first great importer of United States programmes. It not only depends on United States network programmes as the basic programming source for its transmitters in Montreal and Toronto,



but it also distributes these programmes through wide areas of Canada. Therefore it has greatly expanded the importation of programmes from outside sources. I do not suggest that this is wrong -- I think that a number of programmes should be imported and distributed across Canada. But let us get our facts straight. The Massey Report on page 26 in referring to privately-owned broadcasting stations, says:

"And they are a possible outlet for local talent which should be developed but which may not be suitable for network broadcasting."

Only talent which is acceptable for network broadcasting is acceptable to the listening public. That should be obvious. The listening public just will not listen to immature talent which is not suitable and which is not competitive with what they can hear from the network. An operator who attempted to put talent not of network calibre on the air on a station would be unsound in business judgment. He would not encourage listening to the broadcasting station, and continuance of such policy too long would inevitably result in failure. Furthermore, the public is entitled to a better fare than unsuitable, immature talent.

On page 33 of the Massey Report there is the following statement:

"The benefit of a national broadcast to the morale of an artist,





it is said, is as important to him as his fee."

Yet the monopoly position of the CBC reduces the field for exploitation of such talent. Presently the CBC is the only means an artist has for such talent. Presently the CBC is the only means an artist has for having the morale uplift of national network broadcasting. It cannot be argued that this is of benefit to the artist. Nor can it be argued that it is of benefit to the public. It is a thing that is only of benefit to those exponents of bureaucratic control of mass communication. A large portion of the Massey Commission Report on broadcasting and television is concentrated on damning the private industry in broadcasting. Yet the fact of the matter is that public acceptance of the private industry is infinitely greater than it is of the government segment of the industry. Listener statistics throughout Canada show definite public preference for privately-operated broadcasting stations. The CBC fails to recruit substantial numbers of listeners except on imported American commercial programmes and some Canadian commercial programmes. These commercial programmes are not creations of the CBC; the CBC is merely the mechanical vehicle which carries them.

THE CHAIRMAN: Is that correct, Mr. Chandler?

MR. CHANDLER: It was correct at the time; I understand that CBC are creating programmes



and selling segments of them.

THE CHAIRMAN: They are selling programmes, are they not?

MR. CHANDLER: Well, sometimes the whole programme and I imagine sometimes segments of them.

THE CHAIRMAN: What do you mean, segments? You do not mean a piece of the programme.

MR. CHANDLER: I cannot verify that.

THE CHAIRMAN: Well, you used the phrase, I did not.

MR. CHANDLER: That is right, I cannot verify they sell segments because I do not watch much television but I understand they do sell them.

THE CHAIRMAN: Are there any programmes on Canadian television that are not created by CBC?

MR. CHANDLER: I do not know, but at the time this was dated this was a correct statement.

THE CHAIRMAN: Go ahead, Mr. Allard.

MR. ALLARD: Yet these are the only programmes which do recruit substantial listening for the CBC. Listening to programmes of its own creation is concentrated among very small minority groups. The evidence of listening is that the public does not damn private broadcasting; it is the minority groups which damn private broadcasting. Unfortunately, some of these minority groups are the most vocal.

On page 283 of the Massey Commission Report under Chapter XVIII -- Radio Broadcasting -- the following statement is made:



"This general representation of ninety-three associated stations was supported by operators of twenty stations who appeared individually. Seven other private radio broadcasters supported the present system and advocated no change in principle, one of them remarking, 'I am less afraid of the CBC as it exists today than of an unbridled private radio -- much less.'"

It is most remarkable that in a benevolent autocracy such as the one conducted by the CBC in broadcasting that only seven broadcasting stations supported the present system. Certainly many more than seven have been in receipt of great favours from the CBC under this system. It is amazing, however, the unity of the broadcasting industry in this matter. It is surprising that twenty stations had the courage of their convictions, in face of the tremendous powers of the CBC, to present strong briefs urging that the CBC's powers of regulating competing broadcasting stations be removed from them. Under the existing legislation any broadcaster who appeared making such a statement was taking his business life in his hands. Yet, not only as an association did they take their business lives in their hands to plead a case, but twenty of them focused attention on themselves individually by pleading the case.





Report, the following two paragraphs appear:

"The principal grievance of the private broadcaster is based, it seems to us, on the false assumption that broadcasting in Canada is an industry."

"But that they enjoy any vested right to engage in broadcasting as an industry, or that they have any status except as part of the National Broadcasting System, is to us inadmissible."

On the same page it was said further:

".They have no civil right to broadcast or any property rights in broadcasting."

With these three quotations the Massey Commission, at least the majority of the Massey Commission, rejected the whole case of the private broadcasting industry. In fact by the very use of the term "industry" it would seem that each of us in the broadcasting business is practically thrown out of court. I examined in Webster's Dictionary the definition of the word "industry". The only definition which I can find which relates to the work of people that could possibly apply to broadcasting is the following:

"Industry: Any department of productive activity; particularly, a distinct established business or trade; as, the mining industry; the iron industry."



Surely, the majority of the members of the Massey Commission have not been so far removed from the field of commerce as to believe seriously that radio broadcasting does not fulfil this definition of industry. Rejecting the definition of broadcasting as an industry, they suggest that broadcasting is not an industry but a public service. This again shows far removal from the fields of commerce. No industry can long survive without subsidization, either private or public, unless that industry is rendering a public service. I repeat, no industry can long survive without subsidy unless that industry is rendering a public service. The public just will not buy it. The most excellent gauge of the measure of public service by business would be an examination of the relative subsidy given to business. The Massey Commission is unstinting in its condemnation of the lack of culture in the programmes of privately-operated broadcasting stations. However, they do have a belief that the public gets exactly what the public wants in the other means of mass communication, newspapers. On page 62 they state:

"The limited prominence which it gives to matters of educational, scientific, and cultural matters is no doubt a reflection of the attitudes of the reading public of Canada."

This has reference to the daily press. It recognizes it as right and proper in the publication of



a newspaper that the newspaper should cater to the public, giving the public what it wants. Why then is this wrong in radio? The Massey Commission recognizes the similarity in these two means of mass communication, that is, publication by radio broadcasting and publication by the printed word. For example, in referring to the function of news, discussion, etc., on page 61 they state as follows:

"In recent years this function  
has been shared with the radio."

On page 63 in reference to the publishers and facsimile, that is the publishers of newspapers, they state as follows:

"We can also readily understand  
the apprehension of newspaper men at  
the thought that this new means of  
newspaper publication should be  
subject to the legislation and to  
the regulations now governing radio  
broadcasting which, we agree, might  
not be reconcilable with our tra-  
ditions of the freedom of the press."

Then in the recommendations governing radio broadcasting in recommendation No. (j) they state:

"That in any development of newspaper  
facsimile broadcasting in Canada,  
government control be limited to  
the technical control necessary to  
ensure that broadcasting channels  
for this purpose are equitably and  
efficiently assigned."





These transmissions of course continue to use the Hertzian or ether waves, and like radio broadcasting, facsimile is another mechanism of publishing. Apparently the Massey Commission considers that the citizens in Canada who undertake broadcasting by voice or broadcasting by combination of voice and visual, that is, television, are not responsible citizens, but that the people who undertake broadcasting in Canada by visual means only, are responsible citizens. In fact this is the most shallow currying of favour of the press. That it is recognized for just what it is by the press is evidenced by the almost universal editorial opinion opposing the adoption of the Massey Commission's recommendations on broadcasting. Some publishers of newspapers are operating broadcasting stations, that is, these same people have means of publishing both by voice on radio and by printed word in newspapers. Yet this same group of people are evidently highly responsible citizens (according to the Massey Commission's Report) when they publish newspapers, but they are apparently irresponsible citizens, requiring tight regulation, when they publish by radio broadcasting. This is not merely contradictory, it is unjust and untrue.



I turn now to document No. 4, and on page 5 there are two columns, one headed Radio Channel and the other Block of Real Estate, Radio Channel appearing on the left-hand side and Block of Real Estate appearing on the right-hand side.

In the first column it reads "An Incorporeal Right"; in the second column "A Corporeal Right". In the first case it is founded on a grant from the Crown or Government Authority; in the first case, applying to radio channels, it says, "Grant for a short term subject to limitations, privosos and conditions", and in the second case, "Grant in perpetuity subject to limitations, provisos and conditions". In both cases it reads "Exclusive use required for enjoyment"; in both cases it reads "Exclusive use depends upon legal authority, plus law enforcement -- possesses real but varying market value".

THE CHAIRMAN: Just before you pass on for a moment, how has a radio channel got a market value? You could not sell it, could you?

MR. CHANDLER: If I may answer that, you can sell it under the present law but you can't sell it without the consent of the Government.

THE CHAIRMAN: Well, that is what I thought, but I don't see how it can have any market value. Are you talking about existing radio channels?

MR. CHANDLER: Existing operating ones.

THE CHAIRMAN: Well, you can't sell them



at the moment.

MR. CHANDLER: Not without the consent of Government.

THE CHAIRMAN: Well then, I don't follow this, I am sorry; Mr. Allard, continue.

MR. ALLARD: Thank you, sir. In both cases it reads, "There is a shortage of the most desirable and the most desirably located Broadcasting Channels and these have value, but there are Channels so undesirable and so undesirably located that they go begging and are not used". In both cases it reads, "May be and usually is used for personal business purposes of the occupant".

It then reads, "If overriding public interest requires the use of privately owned broadcasting channels for some other use (Government broadcasting, other communications purposes, etc.) the public, through their Parliament, on equitable terms could expropriate the private owners and make the broadcasting channel available for such new purposes in accordance with the general public interest".

"If overriding public interest requires the use of privately owned land for some other use (highways, communications, parks, reservoirs, etc.) the public, through their Parliament, on equitable terms can expropriate the private owners and make the land available for such new purpose in accordance with the general public interest".





"The use of broadcasting channels could be regulated by the Common and Statutory laws-of-the-land enforced in the regular courts. This is so with regard to newspapers, magazines, pamphlets, public halls, etc."

"The use of land is governed and regulated by the Common and Statutory laws-of-the-land enforced in the regular courts".

"It should be recognized that the possibility of monopoly is a real public danger and the laws to deal with monopolies should if necessary be improved and when necessary be applied to protect against this danger."

And the same statement is made in slightly modified form in relation to real estate, saying that laws to deal with this danger have been devised and are being improved.

The CBC is the actual licensing authority in Canadian radio: To the superficial observer, it might seem that the Department of Transport is the authority which licenses radio broadcast stations in Canada. In order to see that this is not so it is necessary to examine into the actual procedures that are followed.

Licences for broadcasting stations in Canada are issued by the Department of Transport. Under the Broadcasting Act, however, the Department of Transport must first obtain the consent and recommendation of the Board of Governors of the CBC before issuing the licence.



THE CHAIRMAN: Is that statement strictly true --must they obtain consent?

MR. CHANDLER: I am sure it is, sir, if you read the section we actually read this morning.

MR. COYNE: I don't think so, Mr. Chairman. Section 22, subsection (1).

THE CHAIRMAN: I am just looking now at merely matters of factual accuracy, and it says here that the Minister of Transport shall, before dealing with any applications for licences to establish new private stations or increasing any power, etc., refer such application or regulation to the Corporation and the Corporation must give public notice in the Canada Gazette and shall make such recommendation to the Minister of Transport as may be deemed fit. Then the approval of the Governor in Council must be obtained before any licence for a new private station is issued. Where do you get the word "consent" in that?

MR. CHANDLER: There may be an error in the statement.

MR. ALLARD: In practice this works in the following manner. The applicant applies to the Department of Transport for licence. The Department of Transport refers the application to the Board of Governors of the CBC. Simultaneously the technical aspects of the proposal are examined by a joint committee, consisting of two engineers from the CBC. In theory, these four men examine on the basis of technical feasibility. However,



it is evident that the engineers representing the CBC must be aware of the long term engineering plans determined by the CBC. Furthermore, as part of the CBC organization, their thinking is bound to be coloured by the CBC management policies. When these four engineers examine into the technical feasibility of granting a licence, it is quite possible that a split can develop. If a split develops it will result in a deadlock. Such a deadlock undoubtedly would be the subject of advice to the Board of Governors of the CBC. The CBC Board of Governors then examines the thing from the viewpoint of public policy. It can and may cross-examine the engineers employed by the CBC. In such a condition of deadlock it is almost certain that the opinion of the CBC engineers would be sustained by the Board of Governors in their deliberations. Furthermore the Department of Transport cannot issue a licence for a broadcast station in Canada unless the CBC so recommends. Thus the CBC has the real authority to grant licences for radio broadcasting in Canada.

The real power of the CBC to control the licensing of radio broadcast stations in Canada also extends to the renewal of licences. This is extremely important because it becomes a usually latent but nevertheless most effective threat by which the CBC can force adherence to its will without recourse to the courts and to due course of law. The CBC can either fail to





recommend the renewal of the licence of a station (in which case the station licence automatically expires and the station has to close down) or it can order the suspension of a station's licence for periods up to three months. The owner of the station may attempt to appeal such closure order but under the existing law it is very doubtful whether the case would be heard by a court and if it were heard by a court it is questionable whether the court would sustain the private station because the court is bound to recognize the existing laws, and under the existing laws the CBC has extremely wide powers.

It should be noted that the need for licensing of radio broadcast stations and for the technical regulation of broadcast stations is a purely technical matter and has nothing to do with the control of radio programme content. The need for licensing and technical regulation stems from the necessity to effect orderly use of the radio spectrum. The control of the Government's own nationals to ensure that they abide by the terms of international treaties and agreements controlling the use of the radio spectrum calls for a licensing system. The licensing system requires regulations of a technical and engineering type so that the broadcast station will fit within the framework of international treaties and agreements. Beyond this, as will be seen below, there is no need to apply any further regulations



to a licensed broadcasting station, that is, no further rules than the rules of law that apply to other means of mass communication and expression. In other words, there is the same need for licensing of radio broadcast stations as there is a need for a land registry office. It is interesting to note that the CBC does not have anything to do with the granting of licences for aircraft for point-to-point communication requiring broadcast stations. The powers of the CBC only cover broadcasting that is directed to the public.

Now, turning over to page 8 and beginning at Recommended procedure for the Licensing of Radio Broadcast Stations:

1. Applications for licenses for a new station or for modifications in the technical licensing of an existing station should be the subject of a public hearing before a designated official of the Department of Transport.
2. An applicant for a licence for a new station or for modification in the technical licensing of an existing station should develop an adequate engineering brief to demonstrate the feasibility of his proposal.
3. The applicant should be required to deposit with the Receiver General a fee to cover the cost of public hearings involved in connection with his application.
4. The applicant should submit his



application to a designated official of the Department of Transport.

5. The Department of Transport should give public notice of the application and make available copies of the brief to interested parties upon application.

6. The Department of Transport should give public notice of the date of the public hearing.

7. If objections to the application arise from any source, be it the CBC, private industry or business at large, they should file an objection with a designated official of the Department of Transport.

8. The Department of Transport should give public notice of any objections to the application.

9. A public hearing should be held before a designated official of the Department of Transport at which any objector to the application would have an opportunity to state his reasons.

10. After the public hearing has been held and a designated official of the Department of Transport has made his decision on the application, his decision should be forwarded to the Minister of Transport for review.

11. The Minister of Transport, if he agrees with a favourable decision, would present it to the Governor in Council for consideration and for issue of an order in council if the application is favourably looked upon.





12. Upon the issue of such an order in council, the Minister of Transport would grant the necessary construction permit and licence to operate the station.

Case History - News Agencies:

On December 7, while giving testimony before the Special Committee on Radio Broadcasting, Mr. A. D. Dunton, Chairman of the Board of the CBC, stated that the annual cost to the CBC of Canadian Press services was \$108,000 and of the British United Press service, \$35,000. It is understood that the approximate distribution of the Canadian Press charges is substantially 60 per cent for the international service and 40 per cent for the domestic service. Therefore the CBC for domestic service is probably paying Canadian Press something in the order of \$40,000. It is paying British United Press, which supplies only domestic service, \$35,000.

British United Press receives in revenues from the privately-owned stations in Canada upwards of \$300,000 per annum. In contrast, British United Press receives from the CBC \$35,000 according to Mr. Dunton's statement.

In going into this matter further, it should be noted that the CBC through its Board of Governors determines as a matter of policy what news shall be broadcast over the CBC stations and networks. It has also established regulations through which it can control the news



broadcast over privately owned stations. No privately owned station may broadcast any material from any news agency without authority in writing from the CBC. This effectively gives the CBC the power at any time to stop any and all news broadcasting over privately owned stations. It effectively gives the CBC the power of wiping out overnight the revenues of any news agency derived from private radio stations in Canada. This latent power in the hands of the CBC enables them to determine whether a news agency will be permitted to supply news material to broadcasting stations or not. It is fair to suggest that British United Press would not be able to supply a wire across Canada serving newspapers if its radio revenues were cut off. These latent powers make it possible for the CBC to withdraw major sources of news material from newspapers in Canada.

With these latent powers is it an accident that the CBC is favoured with bargain rates from news agencies? Is it a further indication that the CBC Board of Governors cannot properly administer the policy of their own operating company and at the same time establish policy through regulations that will be equitable to its competitors? Is this an indication of power that is a threat to publication by printing in the newspapers as well as publication by voice?

CFRB was organized in 1927. It soon



became the most powerful station in the province of Ontario. Prior to the effective date in 1941 of the first North American Regional Broadcasting Agreement, CFRB operated on the clear channel of 690 kc. By the terms of this Agreement, the 690 kc. channel was moved to the city of Montreal and two cleared channels were opened up for the city of Toronto. CFRB was allocated to the cleared channel assignment of 860 kc. with 10 watts of power. The Canadian Broadcasting Commission, the predecessor of the CBC, leased station CKGW in Toronto. When the CBC inherited the activities of the Canadian Broadcasting Commission, the call letters of CKGW were changed to CBL. The CBC raised the power of CBL to 50 kw. For a time the CBC operated a second small station in Toronto with the call letters CBY. They closed CBY down for some time, when they reopened it. After a few years, they raised the power of CBY to 1000 watts, later to 5000 watts. They changed the call letters to CJBC. This meant that the CBC had two stations in the city of Toronto. These two stations were not successful in recruiting audience in competition with CFRB. CFRB was advised shortly after the close of the war that its frequency was to be expropriated by the CBC for their station CJBC. It became necessary for CFRB to seek another frequency. It did end up in occupying the frequency previously occupied by CJBC. However, the technical





restrictions involved in the frequency to which CFRB was moved were of a nature that in spite of greatly increased power, CFRB suffered a substantial loss of coverage in southwestern Ontario. The changeover cost CFRB in excess of \$600,000 for which there was no compensation. On the other hand, there was no need for the CBC to establish the CJBC transmitter on the former CFRB wave length inasmuch as the CBC already was operating in Toronto the most powerful station in Ontario. Except by the solution of a very complex engineering problem, CFRB would have been forced off the air. A somewhat similar situation occurred with CFCN in Calgary.

The CBC is an advertising company, in that it sells a great amount of time on its facilities to both Canadian and American advertisers. These facilities thus sold to advertisers include powerful broadcast stations, extensive studios and a series of networks. All these facilities have been established with the aid of public funds.

As an advertising company, the CBC is not commercially successful. It therefore seems to follow that all the money spent on CBC facilities and programmes is useful in developing a means for the advertiser who uses the CBC to reach the public. This in effect becomes a subsidy to advertisers using the CBC. It is not equitable to competitors of those advertisers who are using



the CBC. If the CBC should reduce the total volume of advertising programmes as a matter of policy, the effect of the subsidy to the remaining advertisers using the CBC would be enhanced.

THE CHAIRMAN: With reference to this part on CFRB, may I just ask you this question, Mr. Chandler: were you yourself in participation in CFRB?

MR. CHANDLER: No.

THE CHAIRMAN: I take it, therefore, that this is pure hearsay what you are referring to here?

MR. CHANDLER: Regarding CFRB?

THE CHAIRMAN: Well, they have had an opportunity to appear.

MR. CHANDLER: I would scarcely call it hearsay.

THE CHAIRMAN: Well, now, how do you know -- someone told you, presumably?

MR. CHANDLER: Once these things happen --

THE CHAIRMAN: Well, somebody told you they happened.

MR. CHANDLER: A change in the frequency of a transmitter?

THE CHAIRMAN: You weren't a part of CFRB?

MR. CHANDLER: I was not part of CFRB, no.

THE CHAIRMAN: I see. Then you are speaking of matters that do not come within your personal knowledge?



MR. CHANDLER: To a degree that would be correct.

THE CHAIRMAN: Yes. Of course, you are not subject to the rules of evidence here, but I just wanted to be clear on what you were speaking of, whether it was something that you know about or something that was told to you by someone else. Go ahead, Mr. Allard.

MR. ALLARD: Thank you, sir.

Mr. Chandler indicates to me that I may sign off now, with your permission.

THE CHAIRMAN: Thank you, Mr. Allard.

MR. ALLARD: Thank you, sir.

THE CHAIRMAN: Have you anything further to add now, Mr. Chandler, or do you wish to continue with the questioning?

MR. CHANDLER: I think perhaps we might have the questions at this point.

MR. COYNE: Mr. Chandler, reading the first paragraph of your brief where you are referring to the period of the last thirty years, you say that during this entire period the radio industry has been subjected to constant and rising pressure, and don't you believe in restrictive control of this vital medium, etc.. I would have thought that the rising pressure was the other way around. The restrictive control was adopted as a matter of policy about twenty-five years ago, and the evidence generally before this Commission indicates that the rising pressure





has been on the part of private industry to remove the control.

MR. CHANDLER: That may be the case before this Commission, but the fact of the matter is that there has been constant pressure from particularly the left wing group to nationalize all broadcasting. I think you will find briefs of this nature before various Parliamentary Committees. Certainly, some of the people who are members of the committees seem to propound these viewpoints.

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THE CHAIRMAN: But they are members of parliament.

MR. CHANDLER: That is true.

MR. COYNE: Has the move for nationalization really been a significant factor since 1932? I don't think anybody before this Commission -- I could stand corrected -- but I don't think anybody has come before this Commission and suggested that the private radio stations be nationalized. There may have been one or two, but it certainly has not been a prominent point of view.

MR. CHANDLER: I think the threat of nationalization, as such, has been less in the last five or ten years than before that.

MR. COYNE: So that the pressure in that direction has lessened rather than increased?

MR. CHANDLER: Yes, that is right.

MR. COYNE: If I understand you correctly, a considerable proportion of your brief is devoted to expounding the proposition that the regulation and control of broadcasting, as we know it, represents an interference with freedom of speech: you make that point?

MR. CHANDLER: That is correct.

MR. COYNE: Could you tell me whose freedom of speech you have in mind?

MR. CHANDLER: I have in mind the freedom of the operator.

MR. COYNE: In other words, the point that you are making is that the regulation and control interferes



with the freedom of speech of the 186 people who operate private radio and television stations?

MR. CHANDLER: What they may do with it.

MR. COYNE: You are not suggesting, then, that it is interfering with my freedom of speech as a private citizen, or with the 16 million other private citizens?

MR. CHANDLER: You may have interference with freedom of speech from the individual operator of the broadcasting station who may decide he didn't want you to speak.

MR. COYNE: Just let me add this question: if you are only suggesting that this is an interference with the freedom of speech of the private operator, why should I as a member of the public be concerned about that? I might be concerned with the interference of the freedom of speech of the public, but why should I be concerned with an interference with the freedom of speech of 186 people who happen to operate radio and television stations?

MR. CHANDLER: I think the parallel probably should be to compare that freedom of speech we are talking about with the printed press.

MR. COYNE: Let us develop that a moment: I can appreciate a comparison between broadcasting stations and printed publications generally, but you appear to limit your comparison to between broadcasting stations and daily newspapers?

MR. CHANDLER: I don't think there is any intent in that. I think it is a publication at large





that I intended to compare.

MR. COYNE: Let me put this to you, then:

let us suppose a member of the public with a particular point of view wishes to propogate that point of view, and he wishes to do that by printed publication, and let us assume that he goes to the publishers of daily newspapers and they all turn him down and say, "We don't want to publish that"; isn't it nonetheless open to him, and isn't this in the nature of the printing process, to go somewhere else -- to go to one of the thousands of printing presses that there may be in Canada and publish a broad sheet, or something, which permits him to put down in writing his point of view and arrange for its distribution?

MR. CHANDLER: He can do that. Similarly, in the broadcasting field he can attempt to get a broadcasting station.

MR. COYNE: But are they strictly comparable? I was going on to that point; if, on the other hand, he wants to propogate his views by broadcasting, and if he goes to 186 individuals who own broadcast channels and they all turn him down, he is precluded from ever broadcasting.

MR. CHANDLER: Then his next recourse is to attempt to get a broadcasting station.

MR. COYNE: And you think that is a satisfactory protection of the private citizen's freedom of publication by broadcasting?

MR. CHANDLER: If the private citizen has had a good opportunity of getting a broadcasting



station, I would think it should be.

THE CHAIRMAN: Mr. Chandler, before you leave this point, in document No. 3 at page 5 you say that radio broadcasting in any of its forms has not yet obtained the freedom to speak that is recognized in the freedom to write: and you have just told Mr. Coyne that you are talking about your freedom as a radio station operator to speak; is that right?

MR. CHANDLER: I would say yes, or people who I will permit to speak.

THE CHAIRMAN: Let us take you as an example of these people who are under a disability: what is there at this moment, today, that you would like to say that you cannot say?

MR. CHANDLER: In fact there is nothing.

THE CHAIRMAN: What do you mean by this sentence then?

MR. CHANDLER: I think I am talking about a theoretical concept.

THE CHAIRMAN: You don't seem to be. You seem to be talking about a stated fact. You are saying in specific terms that radio broadcasting has not yet obtained the freedom to speak -- you have just told Mr. Coyne that you are talking about your freedom as a radio broadcasting operator to speak, and I am now asking you what it is that you would like to say that you are not free to say?

MR. CHANDLER: I would not have the liberty of saying what I could print, or a publisher of a





newspaper.

THE CHAIRMAN: What, for instance?

MR. CHANDLER: I am talking on the theoretical concept.

THE CHAIRMAN: What, for instance? You say you are not free to speak something that you could print in a newspaper. You must be talking about something definite, not a theoretical concept. What could you not put on the air that you could put in the newspaper?

MR. CHANDLER: Practically, I don't think there is very much.

THE CHAIRMAN: I don't either. Go on, Mr. Coyne.

MR. COYNE: Just to complete the line of questioning I was dealing with, and then to go on: why do you say that it is in the public interest that 186 individuals, or however many may be licensed, should enjoy complete freedom to do whatever they like with their broadcasting channel without control of any kind? I thought I understood you to mean it should be because otherwise it is interfering with the public's freedom of speech, but now you say that is not so, and that you are only speaking of your freedom of speech; but why should the general public be concerned with your freedom of speech in broadcasting?

MR. CHANDLER: The general public may not be.

MR. COYNE: Well then, is there any reason, thinking again in terms of the public interest, why the regulations could not be there?

MR. CHANDLER: I think, fundamentally, that





they are unnecessary. I think the elements of good taste and the general law of the land are adequate safeguards.

MR. COYNE: What you are saying, in effect, is that the licensees of radio and television channels are responsible citizens whom the public of Canada can trust to use those channels in the public interest; is that right?

MR. CHANDLER: That is correct.

MR. COYNE: How can the public of Canada be sure, even assuming -- you have suggested some theoretical considerations to the chairman, and I would suggest this theoretical consideration to you -- that perhaps one of the 186 private operators might not be such a man?

MR. CHANDLER: Well, I would venture to say that the public could take care of that before too long.

MR. COYNE: How?

MR. CHANDLER: If it is bad enough there could be amended legislation by parliament to put the man out of business.

THE CHAIRMAN: But that would be interfering with the freedom to speak. He has got his license and he is free to speak, according to you.

MR. CHANDLER: Well, parliament would have power to restrain anyone at any time.

THE CHAIRMAN: That is the thing you are complaining about.

MR. CHANDLER: I am not complaining about parliament.

THE CHAIRMAN: You are complaining about



regulations that parliament has authorized -- the law of the land.

MR. COYNE: Would this clarify it? I must say that I understood that by far the major substance of your submission as the making out of a case against regulation in principle, because of some interference with freedom of speech which I thought meant general freedom of speech, but you tell me it means the operator's freedom. Are you now saying that in substance you don't object to regulation, but only regulation that is made by the CBC? In other words, are you really simply asking that some other body regulate you rather than CBC, as now?

MR. CHANDLER: Well, I fundamentally said that I didn't think the regulations in general are very necessary, but certainly I prefer, if regulations are necessary, some other body.

MR. COYNE: You don't think they are necessary for the reasons you indicated that the public of Canada can assume the private operators are responsible people and can trust them to do their job without regulations?

MR. CHANDLER: I agree that they are.

MR. COYNE: That is really the position you are taking?

MR. CHANDLER: Correct.

THE CHAIRMAN: I take it, Mr. Chandler, you are against regulations?

MR. CHANDLER: Yes.

THE CHAIRMAN: You do this, do you, because of



your belief -- I think you said it -- your belief in freedom of enterprise?

MR. CHANDLER: Yes.

THE CHAIRMAN: That is the principle you nail your flag to?

MR. CHANDLER: Yes.

THE CHAIRMAN: Is this of general application?

MR. CHANDLER: To most things, in my belief, yes.

THE CHAIRMAN: Well then, I can't resist asking you this: why on page 10 of the first brief do you say that legislation should be considered, making it mandatory for manufacturers of receivers to make their machines so that they are compatible for operating on all 82 channels?

MR. CHANDLER: I didn't think I was going to get very far with that. It was one method of focusing a problem --

THE CHAIRMAN: It is not a question of getting very far. It is a question of whether your principle stands up, and if your principle calls for a belief in freedom of individual enterprise, how can you, in the same document, say that the manufacturers are not free to make any kind of sets they like?

MR. CHANDLER: I agree that appears inconsistent, but that was put in with the deliberate objective of focusing attention on a problem.

MR. COYNE: Mr. Chandler, you stressed the function of advertising in the economy generally and its importance in the broadcasting field: do you think that there should be, imposed by regulation, any







limitation at all on the amount of advertising that a broadcasting channel be permitted to carry?

MR. CHANDLER: I don't really think there should be. I think the public takes care of that. In the United States there has been no limit on the amount of advertising carried on a broadcasting station and competitive influences seem to take care of it.

THE CHAIRMAN: We have heard some suggestions that all people in the United States are not entirely happy about the amount of advertising.

MR. CHANDLER: Some may not be, but there is another fact which is quite interesting; watching commercial broadcasting in Canada, it seems to be the busiest stations which are the ones that recruit the most audience, and there is a human instinct for window shopping, and the mass of the public will certainly listen to a programme that carries a fair amount of advertising rather than one which does not. The minority groups, particularly in the higher income levels are not too interested in window shopping, and they would probably prefer less advertising. The mass of public evidence seems to indicate they prefer the busiest stations, the ones with the most advertising on them. It would not surprise me at all that in a market of 15 or 20 stations one station that carried nothing but advertising would recruit a good audience.

COMMISSIONER TURCOTTE: Wouldn't that be because of the basis of programmes, and not because there is too much advertising, but because of the very nature of the programme accompanying the advertising? It is aimed at a wide audience.



MR. CHANDLER: Yes, but taking the stations programming the same; the one that is busiest seems to get the most audience. This statement of mine that the station, in a market with a great number of stations that carried advertising continuously would recruit a good audience is perhaps fairly valid, because of this window shopping psychology. In Havana, Cuba, where there are about 30 stations, there is one station which broadcasts nothing but news, 24 hours a day, and yet it has a good tune-in. I think you would find the same thing with a station that had nothing but advertising, providing there were other services.

THE CHAIRMAN: You mean it would not stand up all alone?

MR. CHANDLER: You would certainly get a good deal of public complaint if there was just one station, but where there are alternative choices of service I think the station would do very well audience-wise if it had nothing but repeated advertisements -- a classified page of the air.

MR. COYNE: Do you admit the public has a right to expect services from broadcasting, let us say of an educational or an informational nature, which do not attract large audiences, and therefore are not attractive as a proposition, commercially, or do you take the view that the proper function of broadcasting is to seek to appeal to the largest audience at all times?

MR. CHANDLER: There is one thing that I think was brought out, and that is that part of free enterprise is responsible business, and a responsible





operator should certainly devote some time to minority groups providing he is the only operator, but if there are a great number of operators you will find some station that definitely will recruit a large minority audience by catering exclusively to those minority groups, and in highly competitive areas that is a favourable proposition. There is one station in New York controlled by the New York Times which in a single station market would not survive, but now it does very well by playing nothing but heavy music.

THE CHAIRMAN: Let us assume you have got several stations in an area and you are one of them, and you are a responsible operator and feel it is perhaps part of your job to do a certain amount of minority service, public service, community service and the like, as part of the business of being a broadcasting station: do you think if that is your attitude it is right and valid that some tough, money-making character should come along and take charge of another station and run nothing but advertisements all the time?

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MR. CHANDLER: Well, I think it is one of the hazards of private business that you face competition of that nature.

THE CHAIRMAN: How would you face it? Either by accepting lower profits or by doing less public service?

MR. CHANDLER: It might come out that way but I do not think it would, in broadcasting I do not think it would.

THE CHAIRMAN: It would have to, would it not? I mean, this other station is operating on the assumption, full time on nothing but money making, the largest mass audience it could get and as much money as it can pull in; you have a responsibility, you want to do public service at cost when you won't be able to sell it at that time, do you think that is a fair set-up?

MR. CHANDLER: I think in practice that sort of set-up is not likely to happen because I think a responsible operator is always going to make a revenue.

THE CHAIRMAN: Would you regard that sort of competition between two private operators as unfair?

MR. CHANDLER: I would not like it but I certainly -- it certainly would not pull me from the position that a man has the right to do what he wants to do.

THE CHAIRMAN: I am not trying to pull you from any position.

MR. COYNE: Carrying that example a little further, supposing instead of the two different types of operators that the chairman was suggesting, that both operators in a community in which there was no



other station were fitted into the category that the chairman suggested, going into business to make as much money as he can make and was not devoting any of his time to public service broadcasting, if you like. If both of them are in that position, then what happens to the listener who would want to listen to the public service broadcast?

MR. CHANDLER: What happens then is that another station is licensed which is precisely the cure.

THE CHAIRMAN: Supposing you are talking about television and, as you stated in your brief, there are no channels available?

MR. CHANDLER: In my brief I say there is an artificial number of channels, the government can make more.

THE CHAIRMAN: They could make more with separation rates. We have heard in Montreal and Toronto about the separation distance not being great enough instead of being too great but you still may be in the position Mr. Coyne suggests. Supposing everybody in the available channels, whatever they are, undertook to go out after this thing from the standpoint of the maximum amount of advertising revenue they could get, no restrictions at all, what recourse has the public got?

MR. CHANDLER: They have the recourse that parliament could revoke the license and that I am sure would happen if these operators were too strident.

MR. COYNE: What is the advantage of that? It





is something which would only be adopted in the most extreme situation so what is the advantage in that over having the present regulatory system which insists that none of these present license holders get into that position but devote a certain amount of their time to public service broadcasts?

THE CHAIRMAN: You are prepared to have the death penalty but not to let the people have just a term in jail, is that it?

MR. COYNE: Unless you have recourse to that, is it not logical to require some form of regulation?

MR. CHANDLER: Well, the difficulty when you start to establish regulations, if you give people the power to regulate they usually don't know where to stop.

THE CHAIRMAN: And let us take the present regulations, you say they may be unnecessary but are they unduly burdensome to you?

MR. CHANDLER: The regulations as existed in the early days were very burdensome. There is an enormous improvement in the regulations made some three or four years ago, the situation was precisely the same before these regulations were passed as they were after and yet there is an improvement, in my mind, in broadcasting by considerable relaxation of those regulations. Certainly it is an improvement in the potential revenue that stations can draw and in the face of rising expenses that was an improvement. The regulations have been greatly liberalized in the last 10 years.





THE CHAIRMAN: You said just 10 seconds ago that when people start to regulate they do not know when to stop and now you say they have improved.

MR. CHANDLER: That is from past experience, it took us years of fighting to get the improvement.

THE CHAIRMAN: Do regulations get better by some fighting and by some struggle? Your statement a moment ago that people start regulating and then don't know when to stop -- it is one or the other, it cannot be both.

MR. CHANDLER: We hope they get better.

MR. COYNE: Mr. Chandler, why do you say in the top of page 6 where you are dealing with the significance of Toronto as an advertising centre and you say:

"It is essential that there be a surplus of facilities in Toronto area."

Could you explain that a little as to what you mean by a surplus and why there should be a surplus? I can understand there should be adequate facilities but why a surplus?

MR. CHANDLER: I think surplus is carrying it to an extreme, adequate would have given the meaning just as well as surplus. That is probably just to give more emphasis but adequate certainly.

MR. COYNE: Could you give any indication as to what you would regard as adequate facilities in the Toronto area?

MR. CHANDLER: The maximum number of stations that could survive.



THE CHAIRMAN: That does not help us very much in advising on the question of license.

MR. CHANDLER: Well, this is a difficult thing to give, a physical number. I do not know whether 15 stations could survive in Toronto or not.

THE CHAIRMAN: Television stations?

MR. CHANDLER: Broadcasting stations. I think in the immediate future three or four television stations would do very well in Toronto. The city of Seattle has six and it is comparable in size to metropolitan Toronto.

THE CHAIRMAN: You know at the present time there is only one channel available in Toronto but do you think some adjustment of that may make more available?

MR. CHANDLER: I think a mileage separation would make them available in conjunction with antenna techniques and so on. If you have UHF, an adequate number of these, you would have room for half a dozen more television stations without too much trouble.

MR. COYNE: You say you think the engineers could solve this and this being the fact that there ended up to be two VHF channels located at Toronto, I gather what you are suggesting is the co-channel separation distance could be reduced to the distance the Americans have adopted in zone one?

MR. CHANDLER: It could be reduced to that or considerably less.

MR. COYNE: Not unless there was an international agreement, could it?

MR. CHANDLER: I do not think it would be too





much trouble to negotiate an international agreement where Canada could have much shorter mileage provided they did not add interference to United States stations. There is a very interesting part of the Federal report and this is a dissenting opinion of ex-Commissioner Jones. The report was passed by a majority of one and the one person who passed it said they dissented but to get something done they were going to agree. Jones tackled it from engineering standards and he said of this 170-mile separation they have in the United States, by taking one channel they could duplicate that enough to cover 15 per cent of the United States; by narrowing it to 140 miles it could be duplicated to cover 30 per cent of the United States. Another great benefit would be that if they had a 140-mile separation there would not be a need for these big transmitters, 10 kilowatt transmitters would be adequate. Jones demonstrated very clearly that there was nothing to be frightened of to have channel separations cut down to 100 miles in a city like metropolitan Toronto.

MR. COYNE: I think it is not within the terms of the Commission's terms of reference but I take it it is a matter upon which there is a difference of opinion in engineering circles and you are suggesting technical developments will take place that will make more channels on the VHF band?

MR. CHANDLER: Yes and if you get receivers for UHF then you have a whole brand new section opened up because only 20 per cent of the spectrum is being used at present.





MR. COYNE: Just one or two questions on some of these other papers that are part of your brief. You seem to draw some comfort from the fact that there are 3,000 radio stations in the United States and you say this indicates a very competitive situation. Surely you do not suggest that all those 3,000 radio stations compete with one another?

MR. CHANDLER: The 3,000 do not compete simultaneously but in groups, as many as 20 at a time.

MR. COYNE: They do not compete with each other, I live in Ottawa, I cannot receive Vancouver and it makes no difference to me whether your station exists or not.

MR. CHANDLER: That is correct.

MR. COYNE: And the situation in respect to daily newspapers where you contrast their principle is rather different in the sense that I might live in Ottawa but I can buy the Vancouver Sun if I wish.

MR. CHANDLER: Yes, that is academic.

MR. COYNE: On page 10 of No. 4 you make this statement:

"No privately owned station may broadcast any material from any news agency without authority in writing from the CBC."

Could you cite your authority for that statement?

MR. CHANDLER: That was written when the previous regulations existed.

MR. COYNE: That is no longer there?

MR. CHANDLER: It has been taken out.

MR. COYNE: I think that is all.



THE CHAIRMAN: I have just one question; this morning you were dealing with the request we made to Mr. Macklaier for specific examples arising from the contention for a separate regulatory body. You gave us one fairly technical example this morning dating back to around 1936, is that correct?

MR. CHANDLER: 1936 is when the situation developed.

THE CHAIRMAN: Have you any other example?

MR. CHANDLER: On those technical questions?

THE CHAIRMAN: No, on anything illustrating --

MR. CHANDLER: I have not anything prepared.

THE CHAIRMAN: I see. Thank you very much, Mr. Chandler. As I said, we are sorry we did not see you in Vancouver but we appreciate your coming to Montreal to present this brief.

MR. CHANDLER: Thank you very much gentlemen for your attention.

THE CHAIRMAN: We have been sitting for a while and I am sorry to keep you waiting but I think we will take a five-minute break now.

---Short recess.

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12 septembre 1956

Mémoire présenté par

Le Comité provincial du parti ouvrier canadien

Comparutions:

M. Gui Caron

M. Camille Dionne

M. Harry Gulkin

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THE CHA IRMAN: The next brief is that of Parti Ouvrier Canada, Mr. Gui Caron presenting the brief. We will mark your brief as EXHIBIT No 184.

M. GUI CARON: Monsieur le président, je dois d'abord dire que je suis accompagné par M. Camille Dionne et M. Harry Gulkin qui sont membres du comité provincial du parti que je représente.

Monsieur le président, messieurs les commissaires, vous avez lu, j'en suis sûr, le mémoire que nous avons soumis et par conséquent je ne me propose pas de vous le lire ici, mais de vous adresser quelques remarques assez brèves pour mettre en lumière ce que nous considérons être la question principale qui est devant votre Commission.

THE CHAIRMAN: That would be best.





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We have read your brief and if you will summarize the main points.

M. CARON: Vous avez sans doute remarqué que nous ne nous sommes pas étendus beaucoup sur les aspects techniques et financiers, jugeant que ces aspects peuvent être traités beaucoup mieux par d'autres que nous. Le point sur lequel nous désirons présenter notre point de vue devant votre Commission touche sur le but que doit servir la radio et la télévision canadiennes.

Maintenant, dans les points de vue qu'ils ont présentés à la Commission, il y a des gens pour qui cette question-là ne se pose même pas: le problème est celui de la liberté des postes privés de pouvoir faire à leur guise le jeu de la libre concurrence.

Il nous semble que le but principal de la radio et de la télévision canadiennes doit être de servir le développement, l'épanouissement de la culture canadienne et le développement de notre pays, ce qui comprend l'aspect enseignement, de renseigner les diverses parties du pays sur ce qui se passe dans le reste du pays, de faire partie du jeu des institutions démocratiques du pays, mais surtout de favoriser le développement de nos deux cultures canadiennes, celle de langue anglaise et la culture canadienne-française, par la possibilité pour des artistes de paraître, de pouvoir vivre d'abord, parce



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que, en manifestant leur talent, s'ils n'ont pas un endroit pour le manifester, ils ne peuvent pas vivre et ainsi servir le développement de notre pays, et il nous semble que l'aspect commercial, financier, doit être subordonné à cet aspect-là. Il nous semble que ceci est particulièrement important dans un pays comme le nôtre. Cette question a été présentée dans la plupart des mémoires qui ont été présentés et que nous avons lus dans les journaux. Cette question a été débattue dans le sens de Radio publique versus liberté d'entreprise.

Je pense que cette question-là ne peut pas se poser de la même manière dans notre pays qu'elle se pose dans d'autres pays. Par exemple, cette question s'est posée en France et en Angleterre, et j'ai entendu dire, et je n'ai pas de difficulté à le croire, que depuis que les programmes de télévision à la radio anglaise B.B.C. sont commandités commercialement, que leur qualité a baissé. Je veux bien le croire parce que je pense que la radio d'Etat est en mesure de produire une meilleure qualité de programmes. Mais ici le problème ne se pose pas uniquement sur cette base-là, parce que le Canada est un pays qui a des problèmes très particuliers. En France et en Angleterre, la question de radio publique ou de radio privée ne peut pas affecter le développement du pays en tant qu'entité définie, en tant que pays, n'affecte pas la conscience que les gens



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ont d'eux-mêmes; d'abord parce que ce sont de vieux pays et que la radio française, soit publique soit privée, ça n'affecterait pas la conscience que les Français ont en tant que nation; mais dans un pays jeune comme le nôtre qui n'a pas les mêmes traditions et qui a le problème de la distance et qui est celui où la population est la moins dense, ce problème-là a une importance particulière. D'ailleurs, le problème des communications de toutes sortes a toujours été un problème de grande importance pour notre pays. La construction du chemin de fer Transcontinental était un élément indispensable à la naissance et au développement de notre pays, en tant que pays allant d'un océan à l'autre, et dès la fondation de Radio-Canada, dès 1930, si je me souviens bien, cette question du développement de notre pays, de la conscience qu'ont les Canadiens d'être Canadiens, est un aspect très important qui, à mon avis, ne peut pas être servi par des postes privés répandus à travers le pays ni même par une association de ces postes privés entre eux. D'abord, l'intervention de l'Etat, d'abord des subventions pour assurer que ce service de radio et de télévision puisse servir le développement de notre nation; ces subventions sont nécessaires. Et deuxièmement, le contrôle du Parlement du Canada par l'entremise de Radio-Canada est absolument nécessaire pour assurer que les programmes, les émissions de radio et de télévision puissent refléter et servir notre caractère national propre.





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Et ceci est d'autant plus nécessaire que nous avons à nos côtés un puissant voisin qui a des moyens de communication et de publicité extrêmement développés. Donc, nous pouvons apprendre beaucoup au point de vue technique, mais ils ont une mentalité qui n'est pas la nôtre; et les programmes importés des Etats-Unis, les films, même les meilleurs ne reflètent pas notre caractère national propre et par conséquent ont la tendance à diminuer chez nous, chez notre peuple, à freiner le développement de cette conscience nationale qui, à notre avis, est absolument indispensable au développement ultérieur du pays et qui a pris un essor assez remarquable dans les dernières années et particulièrement dans le domaine culturel et particulièrement les troupes de théâtre, les troupes françaises et anglaises, comme les succès des festivals de Stratford et les festivals de Montréal et d'autres développements qu'il n'est pas nécessaire pour moi de citer aujourd'hui, témoignent d'une nécessité que les Canadiens peuvent progresser dans la mesure où leur caractère national propre se développe. Je pense que Radio-Canada a apporté une contribution très importante à cela et que ceci doit être accentué davantage; que les demandes présentées par les gouverneurs de Radio-Canada pour des subsides plus élevés devraient être accordées et l'Etat devrait trouver d'autres moyens d'amplifier davantage les services que rend notre radio d'Etat au développement de notre pays.



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Ceci est particulièrement important pour le Canada français, où une nation de trois millions et demi d'habitants de la province de Québec ne peut évidemment pas développer une télévision particulière parce que ça coûte tellement plus cher, parce que, sans subvention de l'Etat, et ici toute l'expérience prouve que l'existence de Radio-Canada a permis, je crois, de donner des emplois et de développer des productions culturelles qui n'auraient jamais été produites s'il n'y avait pas eu de radio-Etat. Et déjà on n'a qu'à comparer les programmes qu'on entend à CBMT avec ceux qu'on entend à CBFT, et particulièrement si on compare les programmes pour enfants, où une trop large part des programmes à CBMT nous viennent des Etats-Unis, et ceux qui sont préparés au pays on trouve une grande différence sur le plan moral. Ceux qui nous viennent des Etats-Unis sont fondés sur le crime, la violence, alors que les émissions canadiennes ont généralement un caractère moral plus élevé.

Ce qui montre l'importance que le réseau français de Radio-Canada soit étendu davantage, soit mis à la disposition des gens de langue française dans les autres provinces du pays, ce qui demande certainement un appui plus considérable de l'Etat.

De l'avis du parti ouvrier canadien, monsieur le président, la radio d'Etat a un rôle très important à jouer dans le jeu des institutions



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parlementaires de notre pays, permettant aux gens des diverses parties du pays de connaître les divers points de vue des autres parties et d'entendre et de participer aux discussions sur les problèmes d'actualité. Dans ceci Radio-Canada a joué ce rôle et continue à le jouer dans une grande mesure; mais il y a là des lacunes très sérieuses que nous désirons signaler.

D'abord, il y a des règlements de Radio-Canada qui obligent les postes privés à accorder une distribution équitable du temps pour les causeries électorales en temps d'élection.

Eh bien, monsieur le président, notre parti a eu l'occasion de vérifier l'utilité ou la valeur de ces règlements. Au cours des récentes élections, en particulier les élections fédérales de 1953, nous nous sommes adressés à un poste privé de Montréal, le poste CFCF, pour avoir quelques émissions, et on nous a refusé totalement de nous louer du temps. Alors nous sommes allés devant les tribunaux en vertu des règlements qui les obligent à répartir le temps équitablement, et voilà qu'avant que le tribunal puisse entendre la cause, les élections étaient passées et, à ce moment-là, le juge a trouvé qu'il n'avait pas à juger de la motion parce que les élections étaient passées et que la chose n'était plus devant lui.

Nous croyons, monsieur le président,





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et nous proposons, que votre Commission devrait recommander d'améliorer ces règlements-là de façon à ce qu'un poste privé ne puisse pas impunément se moquer de ces règlements. Nous n'avons aucun recours pratique contre ce poste parce que le poste n'accepte pas la demande avant que les candidats soient mis en nomination, et deux semaines ne permettent pas de porter la chose devant les tribunaux. Alors, le règlement n'a pas de valeur.

Je désire signaler qu'une autre section de ces règlements en ce qui regarde l'allocation de temps pour les émissions électorales par Radio-Canada elle-même laisse à désirer.

Radio-Canada a toujours accordé, dans les élections fédérales, du temps à tous les partis politiques qui présentaient des candidats, à venir jusqu'aux dernières élections où, pour la première fois, notre parti s'est vu privé du droit d'avoir des émissions gratuites que nous avons toujours eues dans le passé; et le prétexte qui nous a été donné dans un télégramme qui nous a été adressé par M. Dunton lui-même, était que le Parti Ouvrier Canadien ne jouissait pas d'un appui substantiel parmi les électeurs de la province de Québec. Le règlement dit qu'on doit avoir 25% des candidats; nous les avons. Un chef provincial reconnu et un appui substantiel. On nous a dit que nous n'avons pas un appui substantiel.



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Par contre, le parti CCF, qui présentait moins de candidats que nous a eu du temps. Le résultat des élections a démontré que notre appui n'était pas très substantiel, mais nous avons recueilli 7000 votes.

THE CHAIRMAN: I don't think we can, within our Terms of Reference, get into the particular application of a particular regulation, as to whether it applies to you or does not apply to you. That hardly falls within our Terms of Reference, I think.

M. CARON: Je veux juste recommander le changement du règlement, monsieur le président; je serai très bref. Nous avons eu 7000 votes, le CCF 11000. Je dis que si notre appui n'était pas très substantiel, celui de l'autre n'était pas très substantiel; et celui-là a joui des avantages de la radio d'Etat.

Je crois qu'il y a quelque chose qui laisse à désirer dans le règlement et je pense que dans les Termes de Référence de votre Commission, qu'il serait dans l'ordre de recommander que ces règlements soient refaits de façon à donner plus de garantie contre ce qui équivaut à une certaine discrimination.

M. TURCOTTE: Est-ce que Radio-Canada ne se base pas sur le nombre de voix obtenues par un parti à une élection antérieure pour juger de l'im-



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portance d'un parti, et non pas après coup. Ils ne peuvent pas prévoir d'avance; ça doit reposer sur une élection antérieure.

M. CARON: Oui. A l'élection antérieure nous avons eu 11000 votes contre environ 21000 pour le CCF. Ici encore, on peut dire que ni l'un ni l'autre n'ont eu un appui substantiel. Je crois que cette question de "substantiel" n'a pas sa place dans le règlement. Ca revient à dire que les deux partis qui jouissent d'un appui substantiel dans la province devraient avoir des émissions gratuites.

Je crois que la démocratie exige, même s'ils ne jouissent pas de l'appui substantiel, que les partis devraient avoir l'opportunité de présenter leur point de vue. C'est le point de vue que je désirais placer devant votre Commission.

Pour résumer brièvement, monsieur le président, nous voyons que l'organisme actuel de réglementation de la radio et de réglementation des postes privés de radio et de télévision par Radio-Canada doit être essentiellement maintenu, sauf que nous croyons que les restrictions sur l'utilisation des programmes américains et les exigences quant à la production des programmes canadiens devraient être renforcées afin de servir mieux le développement de nos deux cultures canadiennes.

Nous croyons que la Commission devrait





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recommander que l'Etat place plus de fonds à la disposition de Radio-Canada afin que celle-ci puisse servir davantage le progrès de notre pays.

De plus, nous croyons que les règlements, en ce qui regarde les émissions politiques en temps d'élections, devraient être renforcés afin d'assurer qu'il n'y ait pas de discrimination.

Nous croyons que l'aspect éducationnel des programmes éducatifs de Radio-Canada devrait être amélioré dans le sens d'une plus large participation du mouvement syndical; de permettre aux organisations syndicales qui, aujourd'hui, jouissent d'une influence plus grande que jamais dans le passé, afin de leur permettre une plus large part aux programmes éducatifs de Radio-Canada.

Me deGRANDPRE: A la première page de votre mémoire, au paragraphe qui commence : "Dans la province de Québec, la Canadian Broadcasting Corporation est connue sous le nom de Société Radio-Canada, et le nom a son importance puisqu'il indique que la population de la province considère Radio-Canada comme sa propriété". Qu'est-ce que vous voulez dire au juste par cela. J'ai l'impression que les Canadiens français de l'Ouest considèrent Radio-Canada comme étant leur propriété.

M. CARON: Oui, sûrement; mais il y a certain courant d'idées qui prétend que les choses



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du gouvernement fédéral ne sont pas propres à la province de Québec. Il y a ce courant d'idées qui tend que tout ce qui vient du pouvoir fédéral n'a pas trait ici. Il y a cette attitude qui se manifeste envers l'Office National du Film. Je crois qu'il y a une tentative d'empêcher que les émissions éducationnelles puissent servir à Montréal, dans les écoles catholiques de langue française. Or, ce qu'on veut dire là ça pourrait peut-être dit plus clairement et mieux: c'est que Radio-Canada est la propriété des citoyens de la province de Québec au même titre que des citoyens de l'ensemble du pays; ça devrait être considéré comme tel par eux afin qu'ils puissent contribuer à en faire un instrument plus efficace.

Me deGRANDPRE: Un peu plus loin, dans le même paragraphe, vous dites :/ " ... que ce contrôle de la radio et de la télévision canadiennes par des Canadiens doit être maintenu et renforcé". Jusqu'à quel point iriez-vous pour renforcer le contrôle?

M. CARON: Je crois que les règlements gouvernant le genre d'émissions, le contenu des émissions qui peuvent être diffusées par les postes privés, que ce contrôle devrait être plus sévère. Maintenant, je ne pourrais pas dire si ça demande un changement dans les règlements ou une autre sorte d'exercice de ces règlements, parce que je n'ai pas étudié les règlements en détails; mais nous croyons



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qu'il devrait y avoir moins de programmes américains; qu'il devrait y avoir plus d'émissions préparées ici, au Canada; que Radio-Canada devrait faire un plus grand effort pour développer elle-même ses émissions et imposer davantage aux postes privés qu'ils dépense davantage d'argent et de temps à des émissions qui ont un caractère social, culturel et qui servent l'intérêt public.

Me deGRANDPRE: Croyez-vous qu'on puisse améliorer par réglementation la qualité d'un programme?

Me CARON: Dans la mesure où on limite le nombre des émissions filmées qui peuvent être achetées des Etats-Unis, on oblige les postes privés à se prévaloir des ressources canadiennes qui sont à leur disposition, quoi qu'on devrait s'efforcer d'exercer une certaine influence sur le contenu des programmes. Il y a certainement de ces programmes des Etats-Unis qui laissent énormément à désirer, surtout en ce qui concerne les enfants. Je comprends la difficulté, mais je crois qu'un contrôle devrait s'efforcer de les réglementer davantage.

Me de GRANDPRE: Dans un cas vous parlez d'un pourcentage plus élevé de programmes canadiens et dans un autre cas vous parlez de l'amélioration de la qualité, et je comprends que vous êtes prêt à accorder que la réglementation peut difficilement améliorer la qualité, et que la réglementation pourrait





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faire sentir ses effets surtout au point de vue du pourcentage des programmes canadiens.

M. CARON: Oui; je crois qu'il en résulterait une amélioration.

Me deGRANDPRE: A l'heure actuelle, sur le réseau français, je crois que la proportion des programmes d'origine canadienne, de réalisation canadienne et de participation canadienne est d'environ 85 pour cent sur le réseau de langue française, et que ça pourrait varier entre 50 et 55 pour cent sur le réseau de langue anglaise. Est-ce que vous croyez que pour le moment, au stade où nous en sommes, que ce pourcentage est satisfaisant?

M. CARON: En ce qui regarde les émissions anglaises, pas du tout. Je crois que le pourcentage des émissions canadiennes devrait augmenter considérablement. En ce qui regarde les émissions françaises, je ne crois pas que ça nécessiterait un grand changement. Mais quand vous parlez de pourcentage, vous parlez de télévision?

Me deGRANDPRE: Oui.

M. CARON: Si on regarde la radio de langue française, je crois que le pourcentage est plus élevé pour les émissions américaines.

Me de GRANDPRE: Je n'ai pas les chiffres quant à la radio.



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M. CARON: Je dis ceci en rapport avec des propositions qui sont devant la Commission de permettre la création de postes privés de télévision. Je crois que ceci aggraverait énormément ce problème-là. Dans l'industrie du film, à l'heure actuelle, il y a un très grand nombre de films américains avec la bande changée en français et, heureusement, je crois que cette technique n'a pas été employée beaucoup jusqu'à présent à la télévision; mais ce danger-là existe.

M. TURCOTTE: Quel inconvénient véritable voyez-vous à l'utilisation sur les ondes, au Canada, de programmes américains qui n'ont aucune valeur culturelle, simplement une valeur de divertissement. Je donne un exemple: "Our Miss Brooks", "I Love Lucy", "Father Knows Best". Ce sont des programmes de divertissement. En quoi cela peut-il influencer la culture des Canadiens français ou des Canadiens anglais, sauf que ça se passe ailleurs, et l'inconvénient, selon votre point de vue, que cela prive de travail certains artisans du Canada?

M. CARON: Dans le cas de "Our Miss Brooks", je ne vois aucune objection à l'entrée de ce programme, personnellement; et je crois qu'il y a des émissions américaines culturelles qui peuvent entrer et qui doivent. Par contre, il y a "Wild Bill Hickok" que les enfants regardent l'après-midi. Je crois que ça ne devrait pas entrer; c'est très mauvais. Ça donne une mauvaise formation à nos



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enfants. Cette émission est d'une vulgarité et d'un manque de culture qui n'est pas propre à notre jeunesse. Je vous donne cet exemple.

Je crois aussi qu'il faudrait importer, ou voir s'il y a possibilité d'importer des émissions de France et de Belgique. Je crois que ce domaine-là devrait être étudié par Radio-Canada.

M. TURCOTTE: Jusqu'à ce moment, je crois que la difficulté a été celle-ci: que dans ces pays-là on n'a pas développé l'usage du kinéscope, par exemple, comme s'est développé ici. Peut-être que les pays n'en ont pas besoin; les pays étant petits ils sont reliés par micro-ondes.

Me deGRANDPRE: Maintenant, vous êtes particulièrement sévère à l'endroit de la radio et de la télévisite privée et vous dites qu'ils n'ont pas été à la hauteur de la tâche en présentant un nombre bien restreint de programmes enregistrés ou avec beaucoup d'annonce, etc. Est-ce que cette critique-là, quand on la fait en regard de la situation avec Radio-Canada, n'est pas injuste à l'égard des postes privés? Dans un cas vous avez des postes qui travaillent dans un milieu local et régional, sans les facilités de réseau; et dans l'autre vous avez une radio d'Etat qui peut se permettre de diviser le coût à travers tout le pays, étant donné que c'est son réseau. Est-ce qu'on peut faire une comparaison entre les deux groupes?





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M. CARON: Votre question, je pense, illustre précisément la raison pourquoi une radio d'Etat peut mieux servir l'intérêt national qu'un poste privé, parce que le poste privé, qui a d'abord le premier souci de vivre, d'avoir des revenus satisfaisants pour continuer à exister, ne peut pas placer très haut dans ses considérations la qualité de ses émissions; il est forcément obligé de regarder l'aspect financier, et ceci est très nocif pour la culture.

Chez nous comme ailleurs, aucun développement culturel sérieux n'a pu se produire sans des subventions: Dans l'ancien temps le patronage royal et aujourd'hui les subventions des gouvernements fédéral, provinciaux et municipaux.

Vous avez raison que les postes privés peuvent difficilement faire autrement. On ne leur reproche pas, mais on dit qu'il faut voir à l'épanouissement de la Radio d'Etat, et qu'il faut limiter dans la mesure du possible, comme cela se fait présentement, le pourcentage des annonces, le nombre d'émissions de différents genres présentées par les postes privés.

M. TURCOTTE: Si vous donniez une plus grande liberté d'action aux postes privés de façon à leur permettre d'avoir sinon un réseau national, du moins un réseau régional de façon à diviser le coût entre les divers postes, est-ce que vous n'obtiendriez pas là deux sources de



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programmes au lieu d'une seule source?

M. CARON: Je ne crois pas. Je crois que même un réseau pour les postes privés est un danger pour notre pays. Si on parle d'un réseau de télévision, je crois que ce réseau, qui aurait pour principale fonction d'apporter des revenus à ses propriétaires, ne pourrait faire autrement de se fonder sur les liens qu'il établirait avec les réseaux américains, parce qu'il est moins coûteux de payer pour obtenir ces émissions que de produire des émissions. De fait, Radio-Canada a des déficits qui doivent être comblés par l'Etat. Il n'est pas possible pour un réseau de télévision de faire ce qui est dans l'intérêt du pays, d'agir dans l'intérêt national et de faire des profits, dans les conditions particulières où nous sommes au Canada où les émissions américaines sont disponibles, mais malheureusement ne peuvent pas servir le développement de notre culture propre; et c'est préférable qu'il n'y ait pas de tel réseau.

Me deGRANDPRE: Et si on leur donnait une plus grande liberté d'action au point de vue réseau en leur imposant une certaine obligation quant au pourcentage des programmes canadiens, est-ce que n'atteindriez pas ce résultat à que vous désirez : d'avoir/deux sources des programmes canadiens et en même temps donner libre



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cours à l'entreprise privée qui, après tout, a fait du Canada ce qu'il est aujourd'hui?

M. CARON: Je crois que pour faire ça, il faudrait non seulement leur imposer certaines restrictions mais il faudrait leur donner des subventions également, parce que je ne crois pas qu'on puisse produire le genre d'émissions nécessaires: des pièces de théâtre, des production d'opéra, des forums de discussion comme Radio-Canada en fait. Je ne crois pas qu'il est possible de faire cela et d'avoir des revenus. Pour faire cela ça demande des deniers additionnels et ça demanderait des subventions de l'Etat à un réseau qui serait contrôlé par les intérêts privés.

Maintenant, des subventions de l'Etat à un réseau privé, je crois que ça ne serait pas dans l'intérêt général parce que, lorsque l'Etat vote des subsides à un réseau de télévision, il faut que les représentants du gouvernement exercent un contrôle sur ces réseaux. Je crois que c'est nécessaire; et je crois qu'une telle hypothèse n'est pas possible dans les conditions particulières de notre pays; de la même façon qu'il n'était pas possible pour les chemins de fer de se développer dans un pays aussi vaste que le nôtre sans l'intervention de l'Etat, afin de financer l'établissement d'un réseau.

Me deGRANDPRE: Est-ce que le solde





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des programmes de ce réseau privé ne pourrait pas, à un certain moment de la journée, être produit par Radio-Canada et ça servirait indirectement comme forme de subsides?

M. CARON: Peut-être.

Me deGRANDPRE: De façon à donner un choix à l'auditeur?

M. CARON: Oui. Dans ces conditions-là, dans de telles conditions, je crois qu'il y aurait peut-être des avantages; mais je crois qu'il serait assez difficile d'obtenir une telle situation, surtout étant donné l'attitude exprimée par les propriétaires de postes privés devant cette Commission, où ils se déclarent, je crois à tort, contre tout contrôle et toute ingérence de l'Etat; et je crois qu'il serait impossible d'arriver à la solution que vous préconisez. Mais si c'était possible, je crois que ça serait désirable.

Me deGRANDPRE: Maintenant, une dernière question: vous dites, un moment donné -- et je ne comprends pas très bien ce que vous voulez dire -- au dernier paragraphe de la page 5 :

"... que la proportion des émissions de télévision en langue française devrait être accrue pour devenir le tiers de toutes les émissions..." A

l'heure actuelle, le réseau français produit autant que le réseau anglais. Est-ce que je dois comprendre que vous voulez réduire le nombre d'heures du



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réseau français pour le porter seulement au tiers?

M. CARON: Je crois que cette phrase ne devrait pas être là; ça n'exprime pas l'idée.

THE CHAIRMAN: Thank you very much Mr. Caron and your associates. We will file your brief as Exhibit 184.

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12 septembre 1956.

Mémoire présenté par  
Les Editions de l'Hexagone

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Comparutions:

M. Yvon Côté

M. G. Portuguais

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THE CHAIRMAN: The next Brief is from Editions de l'Exagone. We will mark your Brief as Exhibit No 185.

EXHIBIT No. 185: Brief presented by Les Editions de l'Exagone.

I think you know our procedure here, Mr. Côté; we have read your Brief and it is not necessary to read it. If you could summarise it in French or English, as you choose.

M. COTE: Nous avons cru bon, monsieur le président, de résumer notre rapport en cinq ou six pages. Avec votre permission, nous déposerons le résumé comme annexe à l'exhibit que vous avez actuellement et devant valoir comme officiel.

Me deGRANDPRE: May I interject here sir, because Mr. Côté mentioned something to me





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before this Sitting, that the Summary is more than a summary, because they have slightly modified their original views, and that is one of the reasons why they want to file it as an annexe.

THE CHAIRMAN: Very well - we will attach this to the Brief and the two will be taken together. I take it you are going to read only the summary.

M. COTE : Les Editions de l'Hexagone sont avant tout un lieu d'édition, sans but lucratif, voué à la publication et à la diffusion d'oeuvres littéraires canadiennes valables dans l'ordre artistique et susceptibles de contribuer à l'expansion de la littérature canadienne. Elles sont un centre d'accueil pour tous ceux qui veulent s'exprimer, un terrain d'échange où lecteurs et écrivains se rencontrent.

Les éléments qui composent l'Hexagone et concourent à son rayonnement, se recrutent surtout, lecteurs et auteurs, parmi les moins de trente ans, c'est-à-dire cette génération qui, la première, aura "subi" en sa pleine jeunesse l'abordage de la télévision, cette génération la plus oubliée aussi tant comme spectatrice que comme participante, qui verra fatalement son âme collective directement modelée par l'inéluctable phénomène. A cet égard, l'Hexagone est représentatif de



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tout un secteur dynamique et progressif de notre population de langue française. C'est à ce titre, difficile nous en convenons, que nous nous présentons devant vous.

La création de votre Commission a immédiatement attiré notre attention car son objet touche quelques-uns des moyens les plus puissants mis au service de la culture et de sa diffusion. En effet nous croyons que les écrivains, en tant que citoyens, ont des devoirs et des responsabilités vis-à-vis la chose publique. Dès lors, nous souhaitons que votre Commission, dans ses travaux, tienne compte du rôle et des vœux de la jeune génération d'écrivains à laquelle nous appartenons et qui se sent engagée.

Comme bien d'autres, nous reconnaissons sans hésitation la nécessité d'une régie gouvernementale de la radio et de la télévision. La puissance de rayonnement et de pénétration de celles-ci, leurs frontières quantitatives, leur influence sur les mœurs, le rôle significatif qu'elles jouent ou doivent jouer dans le développement de la conscience nationale, enfin leur importance dans les domaines des loisirs et de l'éducation populaire exigent de l'Etat, à notre avis, une intervention éclairée et désintéressée au profit de la société.

Il est évident que l'Etat a les



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pouvoirs de subordonner à des fins supérieures ces instruments tout-puissants. Encore faut-il que l'Etat soit conscient de ce rôle et des responsabilités qui motivent son intervention. Puisque l'Etat doit régir la radio et la télévision, il faudra que les structures et pouvoirs de ses institutions de régie soient conformes au rôle propre de la radio et de la télévision. Nous croyons que seules des préoccupations d'ordre politique, social et culturel peuvent justifier l'existence d'une institution sui generis de l'Etat. Une radio-Etat ne saurait en effet devoir son existence uniquement à des problèmes d'ordre économique ou politique au sens restreint du terme. Au contraire, seule une fin immédiate supérieure peut justifier le traitement préférentiel dont jouit Radio-Canada.

Il reste à savoir, cependant, si la radio-télévision est, dans sa structure actuelle, pleinement en mesure de poursuivre cette fin supérieure dont nous venons de parler. Votre Commission nous permettra d'en douter. Il importe à la fois, croyons-nous, de dégager l'organisation de la radio-télévision de l'emprise directe du pouvoir politique et de dissiper le malaise créé par la confusion des pouvoirs législatif et exécutif.

A ces fins, nous suggérons que soit créée une régie distincte de la direction de la radio-télévision d'Etat et indépendante de celle-ci





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à la manière d'un juge devant un justiciable, responsable et coordonnatrice des systèmes étatique et privé de radio-télévision. Nous suggérons également que la direction de la chaîne des postes de l'Etat soit formée de canadiens éminents dans les disciplines sociologique, économique, artistique, littéraire et scientifique. Le tout à la place de la Société Radio-Canada actuelle qui cesserait d'être à la fois juge et partie.

Nous croyons devoir rappeler ici l'importance de la radio et de la télévision comme facteurs de différenciation culturelle et ethnique. On a souligné en plusieurs milieux la pénétration de plus en plus forte de l'influence américaine et le danger réel que notre population perde de ce fait peu à peu son identité. L'Etat a le devoir de protéger l'intégrité culturelle des citoyens et de favoriser l'éclosion d'un mode de civilisation propre, exprimant les caractères distinctifs de la communauté. Le fait que la grande majorité des émissions du réseau de télévision de langue anglaise soit importé des Etats-Unis ne nous rassure guère à cet égard. Nous recommandons que tout soit mis en oeuvre pour augmenter dans la plus grande mesure possible et maintenir le nombre des productions originales canadiennes et veiller à ce que notre radio-télévision ne deviennent point un instrument d'étatsunisation.



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Nous désirons attirer l'attention de votre Commission sur le rôle que doit jouer le réseau français dans l'élaboration d'une culture nationale distinctive. Non seulement la langue d'un fort secteur de la population canadienne justifie son existence et son expansion, mais il contribue à l'augmentation de notre richesse bi-culturelle et lui donne un de ses caractères les plus distinctifs. L'apport de la culture d'expression française à notre patrimoine national est inaliénable; l'Etat a le devoir non seulement de le conserver mais de l'épanouir. Ainsi doit-il donner priorité d'un réseau français entièrement national sur toute amélioration purement technique ou économique. Par exemple, il est infiniment plus important de donner de la télévision française aux francophones de l'ouest que de la couleur aux spectateurs de Montréal.

Nous désirons de plus mettre en évidence la corrélation qui s'impose entre les motivations d'ordre supérieur d'une radio-télévision d'Etat et le maintien d'un haut niveau culturel, nabisant impitoyablement toute concession à l'étroitesse d'esprit, aux préjugés, au mauvais goût et tout infantilisme d'importation. A ce propos, nous exprimons notre inquiétude devant l'énorme consommation intellectuelle de la radio-télévision. Ne croyez-vous pas qu'un groupement humain qui a peine à produire une demi douzaine de romans par année et qui par contre doit se découvrir plus



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60 réalisateurs d'émissions de télévision risque d'épuiser rapidement ses forces créatrices?

Nous constatons avec satisfaction que toute une partie de la programmation de Radio-Canada s'inscrit sous le signe de la culture, rejoignant par là ses finalités spécifiques, particulièrement à la radio - (Radio Collège). Pouvons-nous cependant souhaiter que l'actualité artistique, à côté de l'actualité sportive, possède sa propre chronique. L'évolution de la vie culturelle de la nation, elle aussi, offre des étapes qui méritent d'être relatés.

Radio-Canada pourrait en outre se servir d'autres intermédiaires que sa propre voix pour informer le public de la venue de ses meilleures émissions.

Une institution radiophonique qui nous a intéressés plus particulièrement et qui a retenu notre attention dans l'élaboration de notre mémoire est Radio-Collège. Ce service qui représente le mieux la mission et la raison d'être d'une radio d'Etat accomplit depuis seize ans, une oeuvre de la plus haute importance. Dans cette étude que nous avons faite des émissions de Radio-Collège, il était tout naturel que nous nous intéressions davantage aux émissions consacrées à la littérature. Nous avons d'abord constaté un effort progressif





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vers l'anti-didactisme. Le fait d'avoir de plus en plus fait appel à des jeunes écrivains, d'une part, qui sont susceptibles d'apporter un dynamisme nouveau aux émissions dont ils sont chargés et, d'autre part, à des gens plus immédiatement préoccupés par leurs métiers respectifs des sujets qu'on leur demande de traiter, ce fait, nous apparaît se traduire en des émissions plus vivantes et plus accessibles. D'autre part, nous avons fait des relevés quantitatifs de l'importance accordée, par exemple, à la littérature canadienne dans cette programmation de Radio-Collège. Il nous est apparu que 2% à peine de telles émissions composent la dite programmation. Ces chiffres s'avèrent quelque peu gênants. Nous souhaitons donc qu'un effort soit tenté pour accorder plus d'importance à la littérature canadienne.

Enfin, en autant qu'il nous a été possible de le constater, la Société Radio-Canada se montre soucieuse du respect de la liberté d'expression, qu'il s'agisse des émissions de discussion, ou de la diffusion des oeuvres littéraires et artistiques. Nous souhaitons vivement que cette préoccupation demeure toujours aussi vivante.

Cependant, cette liberté d'expression dont nous parlons dans l'abstrait, pose des problèmes très concrets et oppose parfois Radio-Canada et une certaine partie du public. Les



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protestations nombreuses venant d'organismes qui se croient, à tort ou à raison, responsables de la moralité publique, indiquent qu'il faut graduellement amener notre société à considérer les valeurs culturelles comme des valeurs.

Radio-Canada contribuera, de toute évidence, à déterminer fortement la physiologie culturelle de notre nation.

Me deGRANDPRE: Aux pages quatre et cinq de votre mémoire, vous parlez particulièrement d'une réorganisation dans la structure de cet organisme de radio-télévision canadienne. Est-ce que vous pourriez nous donner plus de détails?

M. COTE: Nous avons tout d'abord constaté qu'il existait un malaise dans les rapports entre la radio privée et Radio-Canada. Ça provient, d'après nous, de la confusion qui existe entre la Société Radio-Canada comme opératrice d'un réseau, et Radio-Canada comme administratrice de la loi.

Me deGRANDPRE: Et comment croyez-vous y apporter un remède?

M. COTE: En rendant distincte, c'est-à-dire indépendante, la régie supérieure, la régie suprême de la radiodiffusion, distincte de l'organisme qui verra à l'organisation d'un réseau d'Etat proprement dit.



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Me deGRANDPRE: Est-ce que je dois comprendre que, dans votre conception, vous faites disparaître ce qu'il est maintenant convenu d'appeler le Bureau des gouverneurs?

M. COTE: Modifier, disons.

Me deGRANDPRE: Vous le modifieriez?

M. COTE: Oui.

Me deGRANDPRE: Et vous le modifieriez dans quel sens?

M. COTE: En le libérant des préoccupations qui concernent l'opération du réseau d'Etat.

Me deGRANDPRE: La modification ne serait que dans sa fonction, non dans sa constitution?

M. COTE: Les deux, évidemment.

Me deGRANDPRE: Et, est-ce que vous en réduiriez le nombre?

M. COTE: Question de régie interne.

Me deGRANDPRE: Ça cause plus qu'un problème de régie interne, parce que si vous gardez le même nombre de gouverneurs à Radio-Canada et si, au-dessus, vous créez cet organisme qui verrait à l'élaboration, si vous voulez, de tout





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un plan d'ensemble pour la radio et la télévision, vous installez un organisme qui doit encore avoir, je ne sais pas, 15 membres, 12 membres, et vous tombez dans un domaine, à savoir jusqu'où va-t-on s'arrêter dans l'élaboration d'une pyramide comme ça?

M. COTE: Il faudrait éviter les difficultés du moment actuel. Cette conclusion vous la remarquez même dans le concept populaire de Radio-Canada. Actuellement les gens, l'homme de la rue, confondent très facilement la fonction administrative proprement dite et la section "entreprise" elle-même de la radio. Quant au nombre de personnages qui devraient composer les divers organismes, nous sommes d'impression que le nouvel organisme pourrait être composé de personnages, pas nécessairement plus nombreux que ceux qui composent actuellement la Société.

Me deGRANDPRE: Ce nouvel organisme serait l'organisme dirigeant, si vous voulez; ce serait cet organisme qui aurait un droit de regard sur la radio d'Etat et sur la radio privée?

M. COTE: Ca dépend du point de vue.

Me deGRANDPRE: Et quant à l'administration de la radio d'Etat qui diffuse, la partie opérante de Radio-Canada, est-ce que vous considérez qu'elle doit être encore subordonnée à un



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groupe d'individus représentant toutes les classes de la société, comme on tente de le faire à l'heure actuelle?

M. COTE: Non. C'est justement là que nous placerions les éminences, les diverses personnalités que nous avons mentionnées.

Me deGRANDPRE: Dans l'opération de Radio-Canada et dans cet organisme dirigeant?

M. COTE: Evidemment, il en faut dans les deux, parce que des personnages de cette sorte-là doivent être assez brillants partout, et particulièrement dans l'organisation même des programmes. Evidemment, l'organisme supérieur serait d'une nature plus sèche que le bureau de direction des postes opérant. Cet organisme supérieur, par exemple, serait chargé des conflits qui pourraient exister entre les deux réseaux privé et d'Etat.

Me deGRANDPRE: Et vous entrevoyez un droit d'appel à la Cour de l'Echiquier en plus d'un appel au bureau qui a droit de regard?

M. COTE: Ce ne serait pas un appel. Le bureau l'entend pour la première fois. Quand il s'agit de l'octroi d'un permis d'opération pour un poste privé cet organisme supérieur l'entend pour la première fois. L'appel est à la Cour de l'Echiquier.



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Me deGRANDPRE: A quel organisme donneriez-vous le droit de donner des directives ou des ordres au sujet de la formation d'un réseau?

M. COTE: Les règlements pourraient être suggérés au Parlement, et après que la loi serait entrée en vigueur l'administration serait là pour voir à ce que ce soit appliqué.

Me deGRANDPRE: Vous considérez toujours la radio canadienne comme étant une radio ou une télévision formée de postes d'Etat avec des débouchés pour l'entremise des postes privés, ou si vous allez plus loin que ça ou si vous voulez entendre un réseau d'Etat?

m. COTE: Nous admettons un parallélisme de réseaux.

Me deGRANDPRE: Maintenant, vous avez souligné votre désir de voir un plus grand nombre d'émissions canadiennes et immédiatement après vous avez fait remarquer qu'il était bien difficile pour un pays comme le nôtre, qui ne produit que trois ou quatre pièces de théâtre ou trois ou quatre romans par année, d'alimenter un réseau pendant 52 semaines. Est-ce que cette deuxième remarque n'indique pas immédiatement la difficulté d'augmenter le nombre d'heures de programmes canadiens?

M. COTE: C'est intentionnellement





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que nous avons exprimé ces deux opinions. Nous constatons qu'il y a un paradoxe; justement que c'est une de ces constatations qui montrent la nécessité d'une Commission comme la vôtre.

Me deGRANDPRE: En quoi est-ce que la Commission peut faire germer des talents, des producteurs et des réalisateurs?

M. COTE: La Commission ne voit pas à cela, mais elle peut, par ses suggestions, faire la part des deux inquiétudes qui semblent le plus se poser. D'une part nous exigeons plus de productions canadiennes et d'autre part nous admettons que celles-ci pourraient causer un drainage quelque peu déséquilibrant chez les forces intellectuelles créatrices des émissions.

Me deGRANDPRE: Est-ce que dans votre esprit et dans l'esprit du groupe que vous représentez, la solution est plutôt dans la réduction du nombre d'heures et dans l'amélioration de la qualité?

M. PORTUGUAIS: Je pense que c'est un problème que plusieurs envisagent. Il est tout à fait évident, à la télévision par exemple, du côté français, des productions en langue française, que la proportion des productions canadiennes originales est plus considérable que du côté anglais, par la force de la langue; c'est une des raisons,



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sinon la seule, mais enfin elle est suffisante.

Si cette situation-là est possible du côté français, elle doit l'être sans doute aussi du côté anglais. Si on a pu arriver à produire une majorité d'émissions originales canadiennes en français, on doit pouvoir faire la même chose en anglais. Evidemment, pressé par le temps, il est assez tentant d'aller voir ailleurs pour s'approvisionner, ce qui est difficile pour nous, du côté français.

A côté de cela, on constate une inquiétude d'un certain désèchement qui pourrait subvenir à la longue du fait de la canalisation de talents que commande une entreprise qu'on a faite aussi considérable que la télévision. On n'a pas de solution à apporter à cela, d'ailleurs. C'est tout à fait local; il y a quelque chose de paradoxal dans ça.

Me deGRANDPRE: Et vous n'apportez pas de solution?

M. PORTUGUAIS: Non, on la laisse.

Me deGRANDPRE: Maintenant, vous avez également mentionné des programmes d'information, tels que les forums, les discussions, et vous avez indiqué jusqu'à quel point Radio-Canada avait le souci de respecter la liberté d'expression. Est-ce que vous croyez que la formule qui est suivie à l'heure actuelle permet l'élaboration d'une idée, ou



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si vous croyez que de vouloir donner les deux côtés de la médaille dans 28 minutes, qu'on n'arrive jamais à rien et qu'on laisse toujours le problème à peine plus avancé qu'au début de l'émission?

M. PORTUGUAIS: C'est une question qu'on n'a pas étudiée de façon très précise; mais il reste évident dans notre esprit que dans une discussion radiophonique il ne s'agit pas d'apporter une solution au problème mais de faire en sorte que cette discussion fournisse du matériel à la formation d'une opinion et invite l'auditeur à y participer et à rechercher une solution.

Me deGRANDPRE: Ca va assez bien quand le public à qui vous vous adressez est un public averti, mais est-ce que ça joue également quand vous vous adressez à la masse?

M. PORTUGUAIS: Ca peut éveiller la curiosité. Il y a des expériences désirables de ça.

Me deGRANDPRE: Etant donné que vous êtes un groupe d'éditeurs, vous voulez que Radio-Canada fasse la publicité de ses émissions autrement que par la radio et la télévision. Qu'est-ce que vous pensez de "La Semaine à Radio-Canada" en langue française?

M. PORTUGUAIS: On en pense beaucoup de bien. C'est une initiative qui correspond à ça.





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Me deGRANDPRE: Est-ce que vous croyez qu'on en retire tout le profit?

M. PORTUGUAIS: Je n'appellerais pas ça une technique de publicité au sens propre du terme. C'est une publicité curieuse puisque la personne qui la subit paie pour. Je crois savoir que la BBC, à Londres, a une sorte de "Semaine" qu'elle distribue gratuitement.

Me deGRANDPRE: Je ne crois pas que la Semaine de la BBC soit gratuite, d'après ce qu'on nous a dit.

M. PORTUGUAIS: Je m'excuse; je répétais ce qu'on m'a dit. Par publicité par d'autres médiums, nous pensons à l'annonce payée dans les journaux.

Me deGRANDPRE: Vous allez plus loin que cette formule de "La Semaine à Radio-Canada", et vous croyez qu'au point de vue relations extérieures Radio-Canada devrait développer ce département de façon à faire réaliser au public en général quels sont les problèmes et quelles sont les solutions qu'on doit y apporter?

M. PORTUGUAIS: Et surtout quels sont les produits offerts.

M. COTE: On est très averti des séances de lutte et des autres programmes sportifs;



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mais par contre on ignore le téléthéâtre qui s'en vient.

M. PORTUGUAIS: Vous avez une brasserie qui va faire des dépenses pour annoncer à la radio une partie de baseball à tel poste; c'est très normal. Vous allez produire un concert à la radio, non commandité, un programme de soutien; est-ce que la Société Radio-Canada, dans un cas comme celui-là, ne peut pas se payer une annonce pour présenter son produit, pour attirer l'attention du public sur une émission qui passerait inaperçue sans cela?

Me deGRANDPRE: De façon à augmenter son auditoire?

M. COTE: Oui.

Me deGRANDPRE: Et peut-être par ricochet augmenter ses revenus par le programme qui serait vendu après?

M. COTE: C'est ça.

M. TURCOTTE: A la page 5 de votre résumé, vous parlez, par exemple, de la littérature canadienne à la programmation de Radio-Collège, où vous avez constaté qu'elle représentait seulement 2% de la programmation. Qu'entendez-vous par littérature canadienne? Dramatisation de la littérature ou simplement chronique littéraire. Qu'est-ce que vous entendez par littérature canadienne dans la



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programmation de Radio-Collège?

M. PORTUGUAIS: Vous avez des émissions durant lesquelles on va vous parler de la littérature française, des grands romanciers, des grands écrivains en général.

Me deGRANDPRE: Des causeries?

M. PORTUGUAIS: Ça peut être sous forme de causeries, ça peut être sous forme de dramatisation de la vie d'un auteur célèbre; ça peut être une étude de son oeuvre; ça peut être une biographie d'un auteur. On a constaté que du côté de la littérature canadienne, - c'est quand même une réalité si on la prend dans le temps, - il n'y a pas tellement eu d'émissions consacrées à cela. Il y en a eu mais pas assez. Nous croyons qu'à l'intérieur des programmes de Radio-Collège 2% consacrés à la littérature canadienne c'est assez peu.

M. TURCOTTE: A la page 4, vous exprimez cette inquiétude sur le fait que la télévision est une dévoreuse de talents, qu'elle aurait besoin de 60 réalisateurs, et vous dites "nous pouvons à peine produire une demi douzaine de romans par année".

M. PORTUGUAIS: C'est pourquoi j'ai dit tout à l'heure : "a une grande importance dans le temps."





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M. TURCOTTE: Sur un siècle et demi ou deux siècles.

M. PORTUGUAIS: Oui. Il est peut-être important d'étudier Molière; mais je crois qu'il y a une littérature canadienne vraiment vivante si on la prend dans le temps.

M. TURCOTTE: On pourrait penser à quelque chose dans le genre de ce qui a été réalisé à la télévision "Histoire du journalisme canadien français", en plusieurs épisodes.

M. PORTUGUAIS: Je n'ai pas vu l'émission. Il y a eu l'année dernière, à Radio-Collège, une série d'émissions consacrées à la poésie canadienne dans laquelle on vous présentait les oeuvres et les auteurs d'oeuvres poétiques canadiennes à partir d'il y a un siècle à venir jusqu'à aujourd'hui. C'était la première fois qu'une chose comme cela se faisait.

M. TURCOTTE: A Radio-Collège?

M. PORTUGUAIS: Oui. Je ne me souviens pas du nom de la série.

M. TURCOTTE: D'après vous, ça représente deux pour cent de la programmation de Radio-Collège?

M. PORTUGUAIS: Oui, des émissions consacrées à la littérature canadienne comme telle.



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M. TURCOTTE: Vous avez parlé d'une série d'une demi heure?

M. PORTUGUAIS: Oui, mais une demi-heure sur 20 heures par semaine. Je n'ai pas les chiffres.

Me deGRANDPRE: C'est à la page 10.

M. PORTUGUAIS: Les chiffres qui sont donnés dans le mémoire valent pour la littérature en général. A ce moment-là, pour la littérature en général, on a découvert que Radio-Canada y consacrait 20 pour cent de ses émissions régulières; c'est un pourcentage qui est beaucoup plus raisonnable.

M. TURCOTTE: Littérature universelle et pas uniquement française?

M. PORTUGUAIS: Oui.

M. TURCOTTE: A ce compte-là, 2% représente peut-être la participation canadienne.

M. PORTUGUAIS: Je regrette. J'ai dit que la littérature canadienne occupait 2% de la programmation de Radio-Collège. C'est bien à l'intérieur du 20%. Vous avez 20% des émissions de Radio-Collège qui sont consacrées à la littérature comme telle. A l'intérieur de ça, 2% de 20% sont consacrés à la littérature canadienne.



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Me deGRANDPRE: Est-ce 2% de 20% ou  
2% du total?

M. PORTUGUAIS: 2% de 20%; il y a eu  
une erreur de ma part tout à l'heure.

THE CHAIRMAN: Thank you very much  
for your brief.

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THE CHAIRMAN: I am sorry we are running a little late. We have two short briefs, and if the other two Commissioners are willing and those who are presenting the briefs will wait, we will have them now.

FRONTIER TELEVISION LIMITED

Appearance:

Mr. H. B. Norris

President

THE CHAIRMAN: The next brief is Frontier Television, represented by Mr. Norris. We will begin, Mr. Norris, by marking it as Exhibit No. 186, and since it is a very brief brief you may either read it right through or state the particular point, whichever is the most convenient.

---EXHIBIT NO. 186: Brief of Frontier Television Lim

MR. NORRIS: Mr. Chairman, members of this Royal Commission, I think probably with your permission, and to make some of the Commission happy, I will make my submission in English. I would like to preface my remarks by saying that I feel a bit out of character here because I absolutely know nothing about television. However, under paragraph (b) of the Order in Council I prepared a short brief which I am afraid I cannot very well summarize or it would not sound a bit impressive.

THE CHAIRMAN: We will assume you have already done the summarizing.



MR. NORRIS: We believe that artistic talent in Canada suffers in common with so many of Canada's natural resources, which are often exported as raw material or material which has not been processed to a point of maximum benefit to the nation. Many Canadian artists have availed themselves of the broader opportunities presented in the United States, and have made very successful careers in that country.

With television now rapidly becoming established as a major vehicle of education and entertainment in Canada, we feel that Canadian artists should be encouraged to utilize their talent in Canada and, furthermore, that efforts should be made to export this talent to the United States either in the form of live shows or through motion pictures designed for television use. In order that this could be accomplished, some financially responsible organization should be able to provide proper incentive for Canadians on a basis more or less comparable to that available in the U.S.A. and with the intelligent cooperation of the CBC.

Due to certain conditions in Canada various types of motion pictures for this purpose can be created and produced more economically here than in the United States. The quality of some of the Canadian live programmes is generally considered excellent and compares very favourably with some of the productions from the United States, which are so widely distributed over Canadian networks.

With this object in view, a company known as Frontier Television Limited was organized, hoping





to obtain the necessary degree of cooperation from the CBC. This cooperation was tentatively promised by virtue of providing time at a suitable hour, should a sponsor be obtained, for a series of mystery stories called "Capsule Mysteries", which were designed to provide entertainment with adequate time for commercial announcements on a five-minute programme.

A suitable sponsor was obtained through the services of a well known advertising agency. Unfortunately, when the CBC was approached again they claimed that no time could be provided other than after 11.15 p.m., which was unsatisfactory to our sponsor. Subsequently, to prove that it is possible for Canadian artists to produce under Canadian direction, movies in Canada for television use, this series has been sold with some degree of success in the United States.

It has never been carried on coast-to-coast networks, but several serious enquiries have and are still being made in this connection. We believe that had this series received time over CBC channels, it would have had a more successful reception in the United States.

Frontier Television was created with the primary objective of utilizing Canadian artists, producers and technicians, with both the domestic and export markets in view. On the series "Capsule Mysteries" \$80,000 was spent on the production, and approximately 130 Canadian artists and technical personnel participated in the enterprise. Had the organization received sufficient encouragement and incentive, they would have





been willing and anxious to carry on with further productions, and in effect answer the requirements outlined under the terms of Order in Council P.C. 1955-1796 of December 2nd, 1955, Section (b).

I might say, if I may, Mr. Chairman, before Mr. Coyne or yourself start to take me apart that there is an error in here: where it says \$80,000 was spent on the production, it should be \$59,800.

THE CHAIRMAN: We will amend that.

MR. COYNE: Mr. Norris, I don't expect I will be taking you apart, as you suggest. Could you tell us what reasons were given to you, if any, by the CBC when they suggested this time, which was manifestly unsatisfactory to the sponsor who was prepared to sponsor your series? ?

MR. NORRIS: I understood it to be that there was no other time available for the purpose, which is rather hard to imagine, because a thing of this nature-- a five-minute programme -- it seems to me would lend itself to conditions such as being put on after football games, hockey games, wrestling matches, Bishop Sheen, and so on and so forth.

MR. COYNE: And is really the substance of your submission that the CBC should be prepared to encourage the type of independent productive effort that your company has been organized to do?

MR. MORRIS: That is correct. We believed and understood there was a need for something like this. I am always keen to promote Canadian enterprise and also try to close in any way shape or



form the balance of trade figures between Canada and the United States, and this seems to me that it was quite a reasonable possibility.

MR. COYNE: The CBC raised no objection to the standard of the production, or the type of content?

MR. NORRIS: As far as I know, that was not the case; they did not raise any objection.

MR. COYNE: And they, in fact, offered you time, but the sponsor wasn't interested in that time?

MR. NORRIS: That is my understanding. I say it is my understanding because the gentleman who was in our employment at the time, if I knew where he was today, I would be in Toronto at a cocktail party and he would be here. However, as far as quality is concerned, this series is now selling in Detroit, which I would not consider a small market. It is selling in Tulsan, Des Moines, in two parts of Pennsylvania, with fairly substantial advertising effort behind it.

MR. COYNE: Would your criticism of the CBC in this instance, or speaking generally perhaps be that they didn't take a positive enough attitude towards this type of operation which should properly be encouraged by the CBC.

MR. NORRIS: I don't know quite how to answer that. We could not get any time on the air.

THE CHAIRMAN: May I ask, when did this happen?

MR. NORRIS: I would say two years ago.

THE CHAIRMAN: The sort of thing I am wondering is,





after all, a programme has to be made in advance for a network.

MR. NORRIS: That is right.

THE CHAIRMAN: If you happen to come along with your package at a time that the plans for the next six months, let us say, had been made, if they hadn't got their time filled up, they might, conceivably, have been in desperate straits for programmes. .

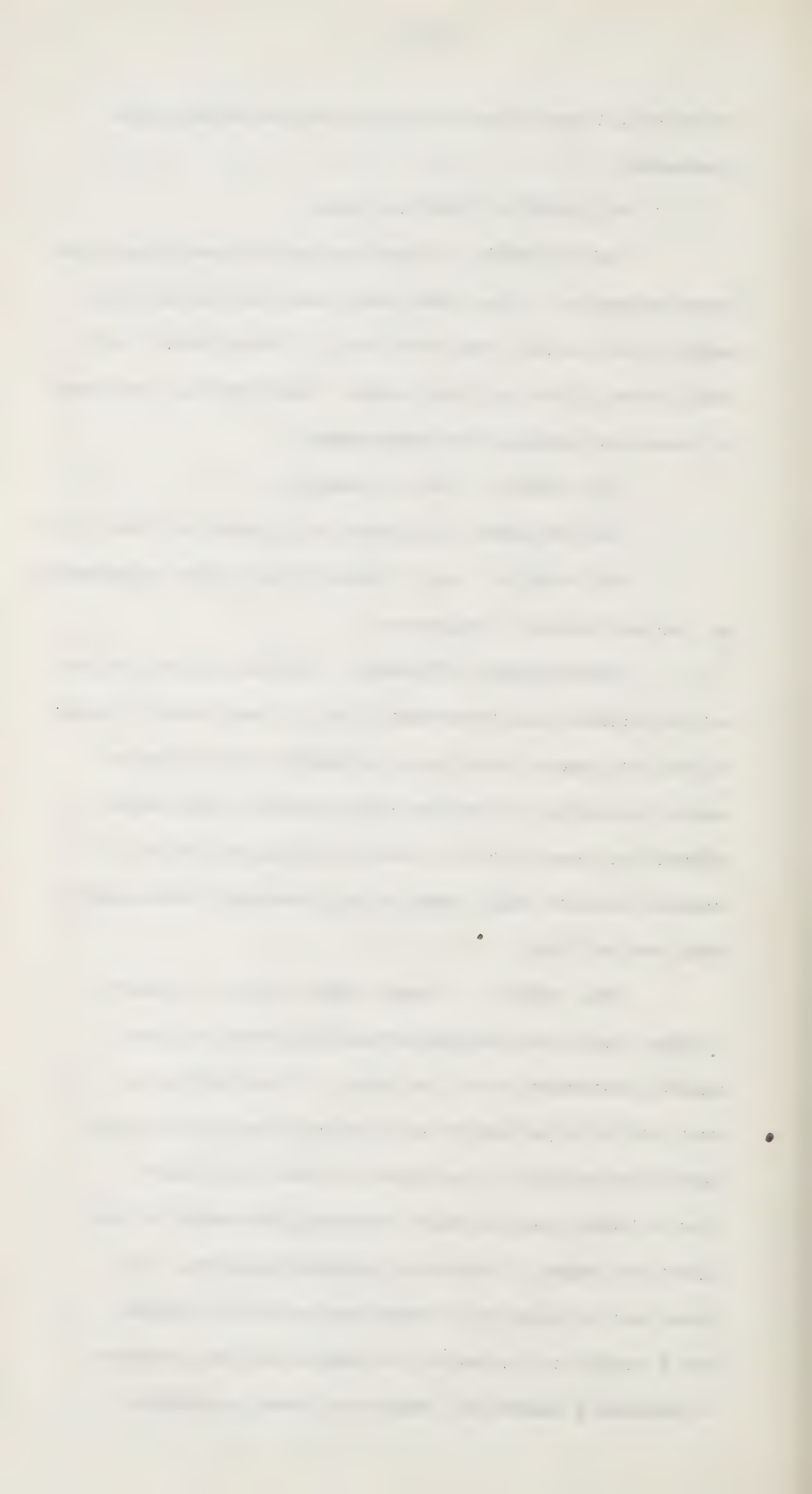
MR. NORRIS: That is possible.

THE CHAIRMAN: Is there any element of that in it?

MR. MORRIS: No, I think it had every opportunity as far as timing is concerned.

COMMISSIONER STEWART: I am not an avid viewer of television, but from what little I have seen it seems to me they space their time in blocks of 15 minutes: would the matter of having a five-minute show rather affect the possibility of their selling an extra 10 minutes between what seems to be 15-minute blocks which they are selling?

MR. NORRIS: I don't think so, Mr. Stewart. I think there are many opportunities where a five-minute programme could be used. It may not be a very definite period at such and such an hour on any particular night; it may have to take precedence from a boxing match, where somebody now comes on and plays the organ. This is a personal opinion, but there are certain CBC productions every day which could easily be curtailed in length of time, because it appears a number of people on these programmes





talk to each other a lot before they get on with what they are supposed to be doing; that is just a personal criticism.

COMMISSIONER TURCOTTE: Are you aiming at a particular time of day for your programmes?

MR. NORRIS: It is a mystery situation, as the title suggests, and I would think that any reasonable hour would be perfectly satisfactory to a sponsor. I couldn't actually find out what time it is being sold in the States, although I was given one programme and it is between 1.10 and 1.15 at noontime.

THE CHAIRMAN: Well, we have got some 25 or 30 private television stations in Canada; did you approach them to try to sell it?

MR. NORRIS: I guess you realize television is really not my business; however, they are being sold through agencies, and all we can do is expect that these good agencies would use every opportunity to promote these thing. It has been sold on one private station in Canada -- Sudbury, actually.

THE CHAIRMAN: Yes I can see there is a limited number of network hours.

MR. NORRIS: Right.

THE CHAIRMAN: Which, of course, is the easiest way to sell it in a package deal.

MR. NORRIS: That is the way I would like to sell it.

THE CHAIRMAN: On the other hand, we are told that I suppose at least 50 per cent of the time on the private television stations is filled by local originations of those private stations: there is no



reason technically why the private stations could not buy this programme?

MR. NORRIS: None whatsoever. I might say, and say as modestly as possible, that the group I represent -- this is purely an experiment as far as they are concerned. They did it to make money and also to create Canadian production. There is nothing to stop them going on in a very large manner if this thing was suitable. Maybe we didn't pick the best vehicle. It will never win an Oscar, I am positive, but it certainly has sold, and it is a lot better than a lot of the stuff I have seen.

MR. COYNE: Was this a solitary venture of the Frontier Television Limited, or has that company produced any further series?

MR. NORRIS: This is its only venture. Until we get some money back from it we can't go on any further, because we did it completely on speculation.

THE CHAIRMAN: You use the phrase, "Some financially responsible organization should be able to provide proper incentive..."; I don't suppose you care whether it came from CBC or the private stations?

MR. NORRIS: Not particularly. It seems to me it is a very limited opportunity. You could make productions and encourage Canadian artists, true with the hope of making money, but unless you have a display of some sort you are not going to be able to sell it, are you?



THE CHAIRMAN: Here is something that you produced and which, with possibly one small exception, did not sell in Canada.

MR. NORRIS: That is right.

THE CHAIRMAN: Are you suggesting there should be a conscious effort by the CBC or private stations or both to provide encouragement and incentive to this type of operation?

MR. NORRIS: Are you not asking me a question I should ask you? Do you not think your reference "B"?

THE CHAIRMAN: What is there we can do? May I ask one thing about your facilities, have you studios?

MR. NORRIS: No, they are all rented premises. It is a very good programme -- excuse the commercial.

THE CHAIRMAN: Well, it is a good, concrete example for us to have. Have you any questions?

MR. COYNE: No, that is all, thank you.

THE CHAIRMAN: Thank you very much, Mr. Norris.

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Montréal, 12 septembre 1956.

Mémoire présenté par

L'Association Canadienne des Bibliothécaires de  
langue française.

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Présents:

M. Joseph Leduc,  
Mlle Juliette Chabot,  
M. Ls-Phil. Jolicoeur.

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THE CHAIRMAN: The last brief we have today is that of l'Association Canadienne des Bibliothécaires de langue française. We will mark this brief as Exhibit No. 187.

EXHIBIT No. 187: Brief submitted by l'Association Canadienne des Bibliothécaires de langue française.

M. JOSEPH LEDUC: Monsieur le président, permettez-moi de vous présenter mademoiselle Juliette Chabot et M. Louis-Philippe Jolicoeur, qui m'accompagnent.

Monsieur le président, messieurs, l'Association Canadienne des Bibliothécaires de Langue Française, comprenant cinq cents membres, répartis dans les diverses provinces du Canada est heureuse d'exprimer ses remerciement et son intérêt



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en ce qui regarde la radio et la télévision au Canada. Elle désire aussi communiquer ses principaux desiderata:

En tant qu'auditeurs et téléspectateurs, nous apprécions les émissions variées qui sont à la fois instructives, stimulantes et agréables pour nous-mêmes, nos enfants et nos concitoyens. Plusieurs émissions renseignent d'une façon sérieuse sur les principaux événements qui se passent au Canada et dans le monde entier.

A cause de la mission propre aux bibliothèques qui est de renseigner, d'instruire et de récréer, il est normal que nous soyons plus particulièrement intéressés à la mise en valeur de tout ce qui, dans notre pays surtout, joue un rôle similaire. Or nous croyons que la Radio et la Télévision, bien que ne possédant évidemment pas le caractère de durée dont jouit l'imprimé, remplissent, lorsqu'elles sont administrées dans l'intérêt public, la même mission que les bibliothèques.

On est d'avis que le spectateur, instruit par l'image seulement, deviendrait peu à peu incapable de penser, de raisonner et de réagir. Il faut éviter le "comic" parlé, dramatisé, interprété, chanté et dansé. Nous considérons que le livre garde sa primauté dans la formation de l'esprit et du coeur. Nous désirons promouvoir la saine lecture et mettre en lumière les services de



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la bibliothèque publique, universitaire, collégiale, scolaire, médicale et autres institutions spécialisées.

Les services rendus aux Canadiens de langue française par la Société Radio-Canada sont remarquables et nous considérons que l'apport des programmes de cette Société accordé aux Canadiens français n'est pas une faveur, mais peut être considéré comme un droit. Nous sommes d'avis qu'il faudrait le plus tôt possible parfaire cette tâche admirable, conformément à la constitution de notre pays, et dans l'intérêt des minorités. L'un des points que nous souhaitons voir se solutionner bientôt est celui de la télévision française en dehors du Québec, tant dans l'Ouest du pays que dans les Maritimes.

Nous croyons qu'il est nécessaire de présenter des programmes commerciaux et des programmes commandités, nous protestons cependant contre l'excès d'annonces commerciales qui sectionnent même les quarts d'heure. Nous protestons aussi contre les commanditaires présentés au cours d'un film ou d'oeuvres similaires. Il nous semble que si les Canadiens désirent des programmes de haute tenue et de caractère à la fois divertissant, ils doivent y collaborer le mieux possible dans leur milieu respectif.

En tant que bibliothécaires, nous





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nous intéressons plus particulièrement à la radio et à la télévision comme stimulants à la lecture. Il est à notre avis absolument nécessaire de trouver des émissions en langue française qui orientent les Canadiens dans leurs lectures. Il y a un fait consolant que nous constatons tous les jours: on nous demande les ouvrages dramatiques que l'on a vus à la télévision ou que l'on a entendus à la radio; de même, les émissions à caractère éducatif portent les gens à se renseigner davantage sur les sujets exposés. Nous sommes heureux d'apprendre qu'il y aura bientôt une émission télévisée d'un quart d'heure qui sera portée, nous l'espérons fortement, à une demi-heure, sur la critique littéraire : "Arts et Lettres".

On devrait éliminer le plus tôt possible les émissions comprenant des intrigues d'espionnage, de meurtre ou encore celles offrant des prix comme La Rigolade, des émissions de mauvaise comédie comme Grandville, P.Q. qui desservent la mission de Radio-Canada. Enfin, toutes les émissions au cours desquelles la langue parlée est à la fois du mauvais français et du mauvais canadien devraient être surveillées attentivement.

Nous constatons que beaucoup d'émissions de radio et de télévision suscitent très souvent un intérêt accru à l'égard des bibliothèques. Dans les grandes villes, les statistiques des lec-



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tures n'ont pas diminué depuis l'avènement de la télévision. Toutefois, nous aimerions obtenir une aide plus directe à l'égard de ces centres de lecture et d'étude; au besoin, nous désirerions des émissions qui feraient connaître concrètement les bibliothèques et les moyens de les utiliser au plus grand bénéfice des adultes, des adolescents et des enfants. C'est une façon positive de combattre les mauvaises lectures. Il est à souhaiter que les responsables des bibliothèques et les membres de l'Association canadienne des bibliothécaires de langue française soient invités à se faire entendre aux postes de Radio-Canada et aux diverses émissions de la télévision, notamment à CARREFOUR, C'EST LA VIE, CONFERENCES DE PRESSE, IDEES EN MARCHE, ORIENTATION, et autres programmes similaires.

Un art qui se perdait reçoit, grâce à la télévision, un accroissement de popularité. C'est l'art de raconter. Il y a en effet L'AMI DES JEUNES, et LECTURE DE CHEVET, émissions pour lesquelles nous avons beaucoup d'estime. Nous souhaiterions que ces émissions soient continuées, que l'on cherche sans cesse à les rendre plus intéressantes.

La Société Radio-Canada fait oeuvre nationale en encourageant nos écrivains, nos compositeurs et nos artistes.

En général, les organismes fédéraux



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s'intéressent plus particulièrement à la culture ou à l'éducation extra-scolaire. La juridiction exclusive des provinces doit s'exercer sur l'éducation académique, selon les droits de la constitution. Les bibliothèques se rattachant au système d'éducation relèvent normalement du Département de l'Instruction publique dans chacune des provinces.

Nous souhaitons que Radio-Canada accorde son appui aux entreprises privées ainsi qu'aux gouvernements municipaux et provinciaux. Ces derniers pourront alors exercer avec compétence une action efficace et adaptée à leurs milieux respectifs.

Me deGRANDPRE: Monsieur Leduc, je constate que votre mémoire fait ressortir ce que l'Association des bibliothécaires de langue anglaise nous avait signalé à Toronto que, à la suite d'une émission sur un livre donné, il y a une plus grande demande pour ce livre-là dans les jours ou les semaines qui suivent. Est-ce que vous avez constaté également cette même lacune qu'on nous a signalée à Toronto: qu'il y a peu de coopération entre le service de Radio-Canada et les bibliothèques, pour prévenir qu'un livre sera dramatisé ou discuté à la radio ou à la télévision et que vous devez dire que vous n'avez plus d'exemplaires. Est-ce que vous avez discuté cette question-là?

M. LEDUC: Je pense que mademoiselle





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Chabot pourrait vous répondre là-dessus.

Mlle JULIETTE CHABOT: Je crois que nous pouvons affirmer exactement la même chose, parce que nous ne sommes jamais avertis à l'avance des programmes qui seront présentés. Alors, nous pourrions collaborer en mettant des exemplaires et même des biographies à ce sujet.

Me deGRANDPRE: Et jamais à l'avance vous n'avez été prévenus des travaux présentés à la radio ou à la télévision?

Mlle CHABOT: Non.

Me deGRANDPRE: Est-ce que votre Association aurait fait des démarches auprès de Radio-Canada pour demander une liaison plus étroite entre les deux groupes?

Mlle CHABOT: Pas que je sache.

Me deGRANDPRE: Maintenant, l'Association des bibliothécaires de langue anglaise nous avait également fait remarquer que dans l'ensemble, les émissions au cours desquelles on présentait certains volumes étaient assez sèches, sur le réseau de langue anglaise, quoique depuis quelque temps on avait noté une amélioration. Est-ce que sur le réseau de langue française vous avez également cette même réaction pour la présentation des sujets, ou si vous êtes satisfaits de la teneur



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générale de ces émissions?

M. LEDUC: Pour ma part, j'ai noté quelques-unes des émissions de présentation de volumes et j'ai trouvé que ce n'est pas suffisamment alimenté. J'ai trouvé que c'est un peu donné, comme vous dites, sèchement, et qu'il pourrait y avoir un climat plus adéquat et plus conforme à la présentation du volume.

Me deGRANDPRE: Moins pédagogique?

M. LEDUC: Non, mais si on offre une pièce de théâtre on pourrait avoir un certain nombre de volumes qui ont été publiés récemment, ou une liste de volumes qui pourraient se rapprocher du texte présenté. De façon à ce que, si un lecteur demande telle ou telle oeuvre on puisse dire : "cette oeuvre-là est sortie mais on en a une autre dans le même genre."

Me deGRANDPRE: Dans le dernier paragraphe de votre mémoire vous demandez une plus étroite collaboration entre Radio-Canada et les gouvernements municipaux et provinciaux pour permettre la diffusion, si vous voulez, des divers courants de pensée qui sont du domaine provincial. Est-ce que vous êtes au courant de cet arrangement qui existe entre Radio-Canada et les départements de l'Instruction publique des autres provinces au sujet des programmes scolaires?



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M. LEDUC: Non, je n'étais pas au courant quand on a préparé le mémoire.

Me deGRANDPRE: Vous savez sans doute que Radio-Canada met à la disposition des départements de l'Instruction publique les facilités de Radio-Canada pour que les Départements présentent leur propre programme?

M. LEDUC: Je pense que dans notre province ça ne se fait pas.

Me deGRANDPRE: Ca ne se fait pas à cause d'une décision récente du Comité de l'Instruction publique. Est-ce que vous y voyez une objection de principe?

Mlle CHABOT: Nous considérons que la bibliothèque fait partie de l'éducation, et c'est le même problème que pour les écoles. D'après la constitution canadienne, les bibliothèques devraient recevoir leurs directives des provinces. Il y a une législation dans chacune des provinces. Nous voudrions qu'il y ait un travail vraiment provincial et qui répondrait mieux aux besoins de la population. Nous avons des collègues dans l'Ouest canadien et dans les Maritimes, et nous considérons que c'est tout à fait essentiel que la province prépare des programmes éducatifs en rapport avec la bibliothèque.





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THE CHAIRMAN: Thank you very much  
for presenting your Brief.

--- The Hearing adjourned at 5:55 o'clock p.m.



ROYAL COMMISSION  
ON  
BROADCASTING

HEARINGS

HELD AT

MONTREAL, P.Q.

September 13, 1956

v. 32



ROYAL COMMISSION ON BROADCASTING

Montreal, Quebec  
Thursday,  
September 13th 1956

PRESENT

ROBERT M. FOWLER	Chairman
EDMOND TURCOTTE	Commissioner
JAMES STEWART	Commissioner

- - - -

JOHN M. COYNE	}	Counsel

- - - -

PAUL PELLETIER	Secretary
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APPEARANCES:

CANADIAN MARCONI COMPANY (CFCF)	5152
Mr. S. M. Finlayson, President	
Mr. J. A. Hammond, Manager	
Mr. R. E. Misener, Assistant Manager	
Mr. J. C. Douglass, Engineer	
Mr. E. W. Farmer	
THE CANADIAN ASSOCIATION OF UNIVERSITY TEACHERS	5247
Prof. K. F. Hare	
Prof. F. R. Scott	
Prof. K. Gallard	
Prof. F. S. howes	
CANADIAN PROTRESTANT LEAGUE	5299
Rev. W. J. Wellington	
Rev. Henri Lanctin	
Dr. Arthur Hill	
Rev. J. R. Boyd	
Rev. S. Wellington	
Mr. James Younger (Solicitor to the League)	
STATION CKAC, Montreal	5320
Hon. Phillipe Brais, C.R.	
M. Phil Lalonde, Gerant.	
Mr. L. Spencer, Directaur technique	
M. Louis Belanger	
M. Jean-Louis Gagnon	





September 13, 1956.

---The Commission resumed at 10.00 a.m.

SUBMISSION OF  
CANADIAN MARCONI COMPANY (CFCF)

Appearances:

Mr. S. M. Finlayson, President

Mr. J. A. Hammond, Manager

Mr. R. E. Misener, Assistant Manager

Mr. J. C. Douglass, Engineer

Mr. E. W. Farmer

- - - -

THE CHAIRMAN: The first brief this morning, gentlemen, is that of the Canadian Marconi Company -- Station CFCF -- Mr. Finlayson, would you take your seat up here, please. I understand you have Mr. Hammond, Manager of your station, with you?

MR. FINLAYSON: Yes, sir. I would like to introduce Mr. Hammond on my immediate left, and Mr. Misener, the Assistant Manager, Mr. Farmer, one of our senior technical staff, and Mr. Clinton Douglass, who is the Chief Engineer of the station.

THE CHAIRMAN: I think we will begin



by marking your brief as Exhibit No. 188, and I think perhaps, although it must be becoming pretty boring to those who are regular attendants here, that I should repeat the statement that I have made on several occasions as to our procedure. We would like to have the briefs presented either in French or in English and either read or summarized, on the assumption that we have read the submitted brief.

After that, by members of the Commission and our counsel, there will be questions that will be fairly pointed and as penetrating as we can make them, which are designed for the purpose of bringing out what is the exact submission of the witness. They should not be taken by anyone to indicate a conclusion on the part of the Commission or even a settled point of view by the particular person who asks the question. They are merely to bring out the full contention of the person appearing, and, necessarily, we will put opposing points of view to the person who is here, in order to get his comments. As long as we understand that, it is safe -- if we do not, it is not safe.

MR. FINLAYSON: Thank you, Mr. Chairman. If I may I would much prefer not to read the brief, but I would like to talk to certain points in it from the point of view of making them as clear as possible, and, because, in the oral form, I think it is sometimes easier



to clarify some of these rather debatable points.

The first thing I would like to say is, as we indicate on the first page of our brief, we are very interested in the subject and we believe that we are in a unique position to make some contribution to your deliberations, by reason of the fact that we have been in the radio business for fifty-four years and radio broadcasting and television are merely one aspect of the business. We have a very large technical and manufacturing operation which supports and contributes to our broadcasting activities, and because of the fact that we have been broadcasting since the beginning and our station was the first in this country, we feel that we have perhaps as much experience to bring to your consideration as anyone in the country. I do not, however, by any means thereby intend to detract from anybody else's submission.

We have given the subject a lot of thought. We have appeared before the former Royal Commission six or seven years ago. We have studied the developments since that Commission sat and rendered its report and feel very broadly, our experience in the last several years seems to have confirmed our views at that time and our experience formerly.

There are, it seems to me, two concepts in the public mind about broadcasting in Canada, and in using the term broadcasting I of





course include television broadcasting as well as sound. One is that there is a shortage of channels or frequencies and the other is that unless we take certain kinds of regulatory and other steps, that broadcasting will somehow or other undermine the future of our Canadian culture and national well-being and what have you. I would suggest at the beginning, and I am going to amplify if I may, that both of these concepts are wrong and cannot be supported philosophically or technically.

Let me explain what I mean, if I may, by dealing with the channel one, which I think is simpler and perhaps easier to deal with.

THE CHAIRMAN: You are dealing here, of course, with concrete facts, and you can either prove them or not?

MR. FINLAYSON: Exactly -- I believe so. I have been in the employ of this company since 1919. Mr. Farmer has been in our employ, I think, since 1916, and many others for similar periods. All through that time we have been continuously confronted by various people with the argument that there is a shortage of channels and I shall try to illustrate.

In the early twenties when CFCF had been in operation for four or five years, due to the alleged shortage of frequencies, we were forced to share a channel with Station CKAC and Station CHYC, which, at that time, was operated by the Northern Electric Company, and



so the sharing was done by a division of the twenty-four hours in the day between the stations. We had, let us say, Tuesday night and Thursday night, and the other fellows had Monday night and Wednesday and somebody had the rest. We protested against this situation, and after a long time, due partly to international agreement and to other technical rearrangements of the channels, the problem existing then was quickly solved, and, as you know, we have today eight radio broadcasting stations, and the fundamental technology has not changed --the facts of technology remain constant,

THE CHAIRMAN: Well, the facts remain constant, but known facts may vary.

MR. FINLAYSON: Our knowledge, admittedly, develops continuously.

THE CHAIRMAN: Yes, that is what I thought you meant.

MR. FINLAYSON: And that is exactly the point I am leading up to now. I would like you to think of radio frequencies as musical tones -- for the sake of illustration I would further like you to think of the whole range of radio frequencies as being contained on the manual of a four-keyboard organ. When radio started all of the work was done at the very bass end of the scale, and we played our radio piano in the first octave or way down at the left on the lower, almost, I might have said, on the pedal organ. The frequencies that were used for marine and other



purposes were constructed basically to 500 kilocycles and lower. That is to say, from 600 meters or 500 kilocycles down to a very low frequency indeed, almost, in one case, to the frequency of sound. Then, along came radio broadcasting, and for varied reasons broadcasting stations in this country and in the United States were assigned channels from about 540 to 550 up to 1500 and 1600, where they still exist. Immediately the problem arose, because of ships trading on the Great Lakes, and using spark transmitters which were operated at 500 kilocycles and which tended to interfere very seriously with radio broadcasting on shore stations, even more. It didn't take long for a solution to be worked out and these particular ships were adjusted to operate on 400 kilocycles. And when it went off, the trading in the Great Lakes -- the interference was very largely, if not completely, eliminated.

We have many other examples of that same sort of process. I would like to suggest to the Commission the analogy that if we are thinking of a four-manual organ again as encompassing all the range of frequencies, that we still haven't got very much above the middle key on the first manual. We have got all the rest of the organ or the notes available to be brought into use, either as the need arises or as technology makes them effective.

COMMISSIONER STEWART: Would that apply





equally to television?

MR. FINLAYSON: Yes, sir, it would apply to any form of electronics utilization. I can give you another example. At one stage some years ago a prominent individual told me, and he was quite sincere, that this television thing was very dangerous because he was instructed that it vibrated electrically about 100,000,000 times a second, and that anything of that magnitude and nature was inherently, in his view, dangerous. This is what his information had led him to believe. So I said, "It is a rather appalling thought, but let us carry the thing a little further; we are making here -- not only our company but other companies in this country -- at this time various forms of radar and one at least that is used in marine work vibrates at ten billion times a second, so please don't try to frighten yourself or me with a mere one hundred million." I went on to say that that radar, which is used in pulses, is only allowed to operate for one-fifth of one-millionth of a second at one time, and I still further retreated from the philosophy of being worried about the one hundred million of television.

I am not minimizing the problem -- I am merely trying to illustrate that as the need develops, the technician will always find the answer to serve that need properly.

THE CHAIRMAN: But on this television



question, at the moment it is true, is it not, that the ultra high frequency band, as it is called, is not capable of being used on any of the two million odd existing sets in Canada, or virtually on none of them?

MR. FINLAYSON: That is wrong, Mr. Fowler, from my point of view, because almost all the sets my company have made are capable of quick adaptation by taking out a slug and putting in another slug.

THE CHAIRMAN: But we have been told that the adapters might cost something in the order of forty or fifty dollars; is that not correct?

MR. FINLAYSON: No, what I am referring to would cost less than five dollars. We have built in a teletime, with slugs which can be taken out very easily and others substituted.

THE CHAIRMAN: What is the comparison between the present receptivity on the ultra high frequency and the very high frequency -- how do they compare?

MR. FINLAYSON: Generally speaking, I would say the reception or the range of operation from an ultra high frequency station is less than from a very high frequency station.

THE CHAIRMAN: Is it a smaller range or is it a poorer definition of picture?

MR. FINLAYSON: It is a smaller range, inherently smaller range, but still in my view a quite sufficient range to have a very great utility.



THE CHAIRMAN: And what about the clarity of the picture in general?

MR. FINLAYSON: I see no reason why the UHF signals should be less clear than the VHF signals, always remembering that the VHF signal will have a greater range, generally speaking, than the UHF, but I see no reason whatever why the UHF cannot be used.

COMMISSIONER STEWART: When you come into radio and you are speaking about these various wave lengths, you are dealing with short and long waves together; is that correct?

MR. FINLAYSON: Yes.

COMMISSIONER STEWART: It is almost limitless.

MR. FINLAYSON: Yes; I am dealing with the whole spectrum.

COMMISSIONER STEWART: Yes.

MR. FINLAYSON: And we must remember that our allocations are partly arbitrary, and this has been decided, for instance, that certain television channels will be below 88 megacycles -- 88 million cycles per second -- and I think it is <sup>on</sup> 88 to 106, if I recall correctly -- we have a band of FM frequencies. This allocation is purely arbitrary, and if the need should arise it would be quite possible to reconsider this allocation. There are many other instances of this kind. There is nothing sacred technically about any of these allocations. They have so far proved convenient,





but, as I indicated to you in my little example of the marine boats on the Great Lakes interfering with broadcasting, they are susceptible to change when the need indicates that a change is necessary and desirable. There is no mystery about this business of frequencies, and I would like to repeat that there is no shortage.



Now, Mr. Farmer has prepared certain material here which I would like to file with the Commission which illustrates graphically what I have said. I would like to make it very clear, and let us deal, for the purpose of simplicity, with VHF channels. In Canada today there are 35 stations operating and 121 or 122 or 123 channels have been allocated. Therefore we have 90 or thereabouts channels lying fallow but by reallocation it is our firm contention that many more VHF channels could be made available particularly in some of the congested areas. It is a rather interesting thing to look at this chart and see that the state of Texas, for example, which I think any Texan will agree is a great geographic area but is less than Canada, has 50 VHF locations; the state of California has 30 and other states in varying proportions. So, I must suggest that we do not need yet to go to the UHF to go a lot further than we have gone with television right within the present allocation.

COMMISSIONER STEWART: Let me get this straight; when you say there are so many frequencies allotted to Texas, might there be, say, five channels but those five channels are spaced in such a way that they are used at different locations?

MR. FINLAYSON: That is right and that is equally applicable in Canada.

COMMISSIONER STEWART: I just wanted to get that straight.

MR. FINLAYSON: The only consideration that



is involved is the spacing of the stations and the allocation of channels to minimize interference. What can be done on one part of the earth can be done in another.

THE CHAIRMAN: You would not suggest that while you have mechanical allocations, 30 I think you said VHF channels today --?

MR. FINLAYSON: One hundred twenty-one in Canada.

THE CHAIRMAN: Of which five or six are occupied?

MR. FINLAYSON: Yes.

THE CHAIRMAN: You used the round figure of 90 lying fallow, you would not suggest that any possible reallocation of those 90 would make them all immediately useful, would you?

MR. FINLAYSON: I say they are all immediately useable.

THE CHAIRMAN: Yes, but if you have one allocated to Aklavik it would not be much good.

MR. FINLAYSON: Unless Aklavik would like to use it.

THE CHAIRMAN: Of course, but the practical fact is they are not going to use it in Aklavik.

MR. FINLAYSON: But I only have to go 170 miles to use it again.

THE CHAIRMAN: That would probably get you into the middle of the North West Territories where nobody would use it.

MR. FINLAYSON: I have to go another 170 miles and now I am beginning to get to where I can





use it.

THE CHAIRMAN: My point is the mere adjustment of these 90 channels at the moment could not shift them into centres of population where they could be used?

MR. FINLAYSON: And that is the point I am making because it is our view that they could be moved into centres where they could be used.

THE CHAIRMAN: My question is not all the 90?

MR. FINLAYSON: No, I am not suggesting that, I am suggesting by a reallocation Montreal which has now got four on the present set-up might well have six or seven.

COMMISSIONER TURCOTTE: Tell me, Mr. Finlayson, one thing bothers me; for instance, channel 7 was allocated to Sherbrooke recently and immediately it started to operate there was a hue and cry in Montreal, 100 miles away because it intereferes with reception from the United States stations and also the local stations.

MR. FINLAYSON: Not with Sherbrooke. As I understand it there was some interference between CBFT and Burlington on channel 3 and I understand there is interference between channel 7 and channel 8.

COMMISSIONER TURCOTTE: Channel 8?

MR. FINLAYSON: Channel 8 or Mount Washington or whatever the name of the station is. But, I have come to this again, I have another point to make in this which I think will illustrate very clearly how widely off base we, in our concept of the use of these



channels and so on can be. May I leave that just for the moment because it is going to come up again in another part of my presentation. Have I answered the questions of the Commission with regard to these technical things? I would like to make the point that 50 years of experience has shown so clearly that if there is a need for additional channels the technicians can make those channels available in any year in which they may be required. I do not think it is wise, however, to confine ourselves to the VHF channels or, on the other hand, to think that the VHF channels as existing are inherently a limitation. I do not agree with that, and that is the point I am trying to make.

THE CHAIRMAN: I think that point is very clear. We will naturally have to take other evidence and technical advice on this but we are grateful to you for the point you make.

MR. FINLAYSON: Just before we leave that point I would like to leave that with you or file it or whatever is the proper procedure, the chart which Mr. Farmer prepared which illustrates the presence of those VHF channels and the vacant spots and there you will see the number of stations that are operating in the various areas in the United States. It is incongruous if Texas and California can have 30 and 50 stations that there can be any limitation in the Canadian field. I might add, that you appreciate that these 121 channels are spread more or less along the border in Canada, they are in the populated area





and they can be repeated by stages going northward until we reach Aklavik if there is need for a station there. You will also notice there are some 566 television stations allocated on the VHF band in the United States and that 300-odd are already in use, I think a study of that chart will quickly indicate and even if we confine our thinking to VHF channels that no practical shortage exists.

THE CHAIRMAN: You say about 300 in use in the United States?

MR. FINLAYSON: It is marked on the chart, I cannot remember.

THE CHAIRMAN: It is 359.

MR. FINLAYSON: That would be as at a recent date, naturally there may be one or two more or less at the moment.

THE CHAIRMAN: We have 36.

MR. FINLAYSON: That is right.

THE CHAIRMAN: Just about the right proportion of population?

MR. FINLAYSON: No, I do not agree at all.

THE CHAIRMAN: Why?

MR. FINLAYSON: Because we are trying to cover geography, not population, in this case.

THE CHAIRMAN: Well, this is very interesting. I think we will mark this as Exhibit No. 189.

---EXHIBIT NO. 189: Chart prepared by Canadian Marconi Company, Montreal.

MR. FINLAYSON: Now may I carry on?





THE CHAIRMAN: Yes, please.

MR. FINLAYSON: I will go into a somewhat different area and I would like to go back to Mr. Turcotte's question.

THE CHAIRMAN: I suspect Mr. Turcotte has been reading the morning paper.

MR. FINLAYSON: If that is the case Mr. Turcotte has the advantage of me. The next point that I would like to bring out is one which I feel sure will lead to stimulating discussion and that is the subject of regulation.

COMMISSIONER STEWART: Before we get on to a subject like that, do you not think, Mr. Chairman, it would be wise to draw on Mr. Finlayson's knowledge to tell us something about frequency modulation which is a subject we have heard nothing about since we started this Commission.

THE CHAIRMAN: You mean in the radio field?

COMMISSIONER STEWART: In the radio field.

MR. FINLAYSON: I would be glad to.

THE CHAIRMAN: I think it is an excellent suggestion.

MR. FINLAYSON: Our current sound broadcasting stations that we all use now are amplitude modulated, they are called AM stations. If I had a blackboard here it might be better but I will to show it with my hands. We have a frequency of 600 emitted from a broadcasting station but that frequency is really 600,000 cycles per second. It is an electro-magnetic wave and what happens is that this energy is shot out



our transmitting aerial of some kind and sooner or later if a receiver is within the range of that station an impulse is put into the front end, if you will, the receiving end of the set. In the tubes that are inside the set that electro-magnetic impulse which came in at 600,000 cycles per second can be converted into audible sound through the air between the loud speaker in the set and the human ear. But, if the 600,000 cycle per second frequency is not modulated it will appear out of the receiver as either nothing at all or some kind of a musical tone so in order to get intelligible sound or speech in the receiver, at the transmitting end the amplitude of this signal is caused to waver. The voltage, if you like, because our lamps are operating at 110 and as long as they operate at 110 everything is steady but if we vary that voltage from 60 to 200 the intensity of the light will do this. Through that means we are able to transmit sound because the varying amplitude of the station's transmission has interrupted and converted into the receiver impinges upon our ears in the form of variegated sound. That is the common thing.

Frequency modulation achieves precisely the same end result by instead of varying the intensity signal, by displacing it sideways and changing its frequency and now instead of 600 always going into your receiver it might vary from up to 610 and down to 590 and the actuation in the receiver creates the same result. Your amplitude may be considered as vertical and frequency modulation is horizontal displacement of the emitted frequency. There are some





advantages and some disadvantages to both these systems but the advantage of frequency modulation over amplitude modulation lies in the fact that amplitude modulation is subjected to a lot of interfering effects from power line systems and street car trolleys from arcing switches and things like that. The heating pad with its thermostat that shuts on and off is a typical example of interference created by ordinary electrical systems with AM. In FM these interfering effects are fairly well eliminated and, consequently, for certain purposes and particularly for clarity, faithfulness of reproduction, FM offers a very considerable advantage and that is why we use it. That is a very long bunch of words but I think it is right.

COMMISSIONER STEWART: Does FM use the same channels as AM?

MR. FINLAYSON: It could.

COMMISSIONER STEWART: Without one interfering with the other.

MR. FINLAYSON: Oh not, they have to be separated.

COMMISSIONER STEWART: Each allocated to --

MR. FINLAYSON: Yes, but what I was trying to say is because we happen to have FM stations in the area of 88 to 106 does not mean they have to be there; they could be moved back and forth.

THE CHAIRMAN: What I have in mind is as to the present picture of FM.

MR. FINLAYSON: I am coming to that.





THE CHAIRMAN: The impression I have, and it might be quite wrong, is that FM is an interesting and valued thing but in a rather rare and small market at the moment.

MR. FINLAYSON: Well, there is some truth in that but I think we will want to talk a little bit about it. We were, in many ways the first proponents of FM in this country, not exclusively, but very largely were out front and using the techniques of Major Armstrong from the United States who did a lot of work in this field. We came to the conclusion that FM had something to offer the public. We thought it should be tried because obviously we never find out unless we try. So, we applied for an FM license to be under the call sign of CFCF, I believe, I am not too sure of my dates but this arrangement with Armstrong was made in 1940 and it would be about then we applied first. However, due to the war nothing could be done about it. We renewed our application immediately after the war and after a period of two or three years we were permitted to have a frequency modulation station in operation. It was also a regulation that it be tied programme-wise to the AM station. In other words, it would only be a repeater, another voice shouting the same programme. We protested that because we felt and I think rightly so that FM, because its primary advantage lies in its freedom from interference was a singularly apt vehicle for high quality music and other types of programmes. I think it took us about three years to persuade the governors of the



CBC that we should be granted a separate license, that is to say, our FM station could be operated quite separately from, commercially and otherwise our AM station. We then put on for a period of about one year what I have always felt was the nearest approach that has ever been made in Canada to what is referred to in the old country as the third programme, that is to say, a very high quality of material, particularly music, in an endeavour to see if we could not bring this new medium into practical, commercial use and public service. There were other applicants, I happen to know, who applied for the use of FM and we ourselves were particularly interested in using it for transit or some other form where we felt its peculiar technical features would be advantageous. We were never able to succeed in getting the Commission to try this thing. We still have an FM station and I still believe, and this cannot be proved, it is a matter of opinion, that had FM been given a different start it would have gone a lot further in the service of the community.

COMMISSIONER TURCOTTE: A different what?

MR. FINLAYSON: A different start, if it had not been wrapped up in this unrealistic approach. But, there is another factor and that is that FM is used for the sound side of our television service and so in a slightly different form to what we originally thought it is now doing yeoman service in the interests of the country. I think this FM thing is a very good illustration of something that



I am coming to later.

THE CHAIRMAN: Before you leave the actual facts of it, is there a substantial difference in the relative position of the FM and AM in the United States and in Canada?

MR. FINLAYSON: Yes sir, there is very substantially.

THE CHAIRMAN: What is the story in the States?

MR. FINLAYSON: The story in the States is a much better story I suppose one might say than it has been here because, if for no other reason, they had a good, clean try at it. I must say in all fairness and reasonableness it will probably do a lot towards the onset of television. FM has never gone as far AM or television.

THE CHAIRMAN: Is it not true that in the United States FM is a fringe operation?

MR. FINLAYSON: I do not know whether "fringe" is the correct word.

MR. HAMMOND: I believe there are a small number of FM operators in the United States who are commercially successful. Generally speaking I would agree with you that considered in whole it is a fringe operation.

THE CHAIRMAN: FM in the United States may have an odd case of commercial operation but is it not used for educational programmes and special stations of one kind and another?

MR. FINLAYSON: We must not overlook that FM has a tremendous application not only in television







but in many other useful forms of radio communication.

COMMISSIONER TURCOTTE: Do you know whether many FM sets are in general use by the public, sold as part of an AM radio or sold separately?

MR. FINLAYSON: In a great many cases both are in use.

COMMISSIONER TURCOTTE: I have one but it is part of another one an AM and FM combined; do they sell separately?

MR. FINLAYSON: We have sold them separately.

COMMISSIONER TURCOTTE: Are they sold to the public?

MR. FINLAYSON: Yes.

COMMISSIONER STEWART: But there are not many FM broadcasting stations in this country?

MR. FINLAYSON: No, very few and unfortunately again most of them are repeating their AM programmes.

COMMISSIONER TURCOTTE: That is the case with your station is it not?

MR. FINLAYSON: In part it is, yes. Have I answered all the questions? If I have not please go after me now or we are prepared to give you further information at a later time.

COMMISSIONER TURCOTTE: There is one question; the range is much shorter, it does not reach as far, is it because of lack of power?

MR. FINLAYSON: Now we are coming into another phenomena, that is one tied in with your other question. Let me put it clearly to you that as we go up in the frequency range, that is, as the numbers get bigger



in the field of broadcasting it is generally true  
that the higher the frequency the shorter the range.



Hence, the UHF has a tendency to be shorter than VHF and VHF is shorter than the frequencies below. They have changed to FM; it is in between 80 and 106, and the propagation characteristics are exactly the same as, say, the 85 that is used for television immediately below.

COMMISSIONER TURCOTTE: The range is about the same as television?

MR. FINLAYSON: Yes, for practical purposes you can think in those terms. That is not quite the whole story, but it is a good clean way of looking at it. If I have answered that, Mr. Chairman, I would now like to go on a little further.

THE CHAIRMAN: You are going on to the question of controls and regulations.

MR. FINLAYSON: Yes, sir. I stated at the beginning that I felt there were two, shall I say, fallacies upon which our present situation has been founded, and I suggest the structure has been built on sand and we want to find some solid rock before we can get very far. I have dealt at some length with the frequency aspect and I hope that you have been, if not impressed, at least informed of some of the attributes of that side of the picture.

Now, let us go into the other field. We believe this, and we say so in our brief, that an organism that is going to prosper must serve, it must cater to some kind of need. If it does not cater to the need, ultimately it will vanish, and if it does cater to the need it will prosper and grow and learn





by its errors, and move forward. I read somewhere that an organism to progress must have within it two innate characteristics; one was irritability, and the other was motivity. In other words, it has to be sensitive to impressions, and then it has to be able to do something about them. In the field of regulation I urge that it is quite necessary that there should be regulation on the technical level. We must say to all broadcasters and other users of the spectrum that, thou shalt keep thy frequency, thou shalt keep thy pattern -- if you have a pattern that changes your audience coverage -- thou shalt not emit any libellous or vulgar material. I am coming back to the Criminal Code; you must adhere to the principles laid down in the Criminal Code. I suggest when you get beyond these two or three rather simple concepts that all that is left is a vast debate about what constitutes a good programme. There doesn't seem to me to be any other real area of consideration. My point, and our point, is that while we agree wholeheartedly that we must guard our frequency, we must respect the Criminal Code and the derivations from it in respect of libel, slander, sedition and what have you, we submit, and with considerable emphasis, that there is no one person nor any one body of people who can tell us or any other broadcaster what constitutes a good programme from the point of view of any particular individual listener. There are 16 million people in Canada, and if they were all adult I suggest there would be 16 million



different opinions as to what constitutes a good programme, and my view is, and I think my associates agree, that at the root of our trouble today is the fact that we have not got a clean-cut concept of the very simple -- at least, to me, very simple -- idea that the public, the listener, the audience must be served and that ultimately they will decide, and they only will decide, what is good or what is not good.

THE CHAIRMAN: Do you feel the public uniformly has an opportunity to make its wishes known in this field?

MR. FINLAYSON: I believe it hasn't the opportunity that it should have, and I think that a different set-up would create better opportunity.

THE CHAIRMAN: But the technique of the business -- supposing there was no regulation at all, even if you have a lot more channels or frequencies, one way or another it is going to be a fairly limited choice; that they can effectively make their wishes felt and translate their desires into actions?

MR. FINLAYSON: I believe they can.

THE CHAIRMAN: Have you ever tried to park a car in downtown Montreal?

MR. FINLAYSON: Yes.

THE CHAIRMAN: There are three or four of these inside garages; they are all equally crowded, equally slow and equally expensive, and I don't know what in Heaven's name I can do about it as a customer, except leave my car at home.





MR. FINLAYSON: There is something in what you say, but I don't believe it is entirely apt.

THE CHAIRMAN: Why isn't it?

MR. FINLAYSON: For this reason: let us suppose in the city of Montreal -- this is a fact at the moment -- there are eight radio broadcasting stations, and let us forget for the moment the problem of language, because one has to agree that some of them are serving the French speaking and some the English speaking community, but in the city of Toronto I don't know how many programmes are available -- quite a large number, and all in English-- and as we say in our brief, the choices available to us in radio broadcasting are very much greater than those available to us from the daily press as far as choice is concerned -- something like double or more than double. So, if I feel inhibited about broadcasting, I must feel more inhibited about the daily press, but I don't. Not that I agree with everything I read, or that I like this newspaper or that one, but let me come back to this fundamental, and I believe this is the core of the subject: I have this like or that like, and you gentlemen have each your individual likes and dislikes, and I contend that with our eight broadcasting stations in Montreal we can come awfully close to giving each of you the choice you want provided we are not constricted by centralized regulation.

THE CHAIRMAN: Or provided you don't all decide to adopt the same programme pattern.





MR. FINLAYSON: That is exactly right. This is what I am getting at: we are extremely responsive to our audience, and I know Mr. Hammond and Mr. Misener would feel very upset if they found their programme pattern was drifting into an area where they did not command what they felt was their fair and proper share of the audience; and particularly as CFCF is a commercial operation, we are extremely responsive to what our audience thinks of the service.

COMMISSIONER STEWART: Yes, but you may not be satisfying the audience. You say there are 16 million people in this country and of the 16 million there may be four million different choices, but they have only got eight choices here, so that they turn on the radio and listen to the decision, because somebody has to make a decision -- the decision of one man in each of the eight stations. And now, they are listening to that, but it may not satisfy them.

MR. FINLAYSON: Quite. Let me try to come at that a different way. First I submit the world is not quite perfect yet, and broadcasters, being human, participate in that situation, but I don't always understand why the daily press uses headlines the way they do, and all too often I pick up paper A and find a headline that indicates that all is well, and paper B gives me another headline which indicates all is not well in the same situation.

THE CHAIRMAN: Well, what can you, as an individual, do about that situation?



MR. FINLAYSON: I can stop buying the newspaper.

THE CHAIRMAN: Yes, you can turn off your set?

MR. FINLAYSON: Yes, but I can also move over to another newspaper.

THE CHAIRMAN: But supposing you don't like the headlines in that one either?

MR. FINLAYSON: That is all right, but if there are enough of us doing this, they will change the headline, because if I don't read the advertisements in their newspapers, they are not going to survive very long.

THE CHAIRMAN: Yes, I think you can have a public strike.

MR. FINLAYSON: Certainly you can.

THE CHAIRMAN: This is my whole point: you are putting the proposition that these matters of public opinion and taste are responsive to public wishes.

MR. FINLAYSON: Correct.

THE CHAIRMAN: I say that within very wide ranges for certain things, of which radio and television may be one, it has to get bad before you turn the set off -- and Mr. Stewart said you may very well fashion public taste.

MR. FINLAYSON: It certainly has to be some degree of "bad" before you turn it off.

THE CHAIRMAN: This is getting very philosophical.

MR. FINLAYSON: We have to be.

THE CHAIRMAN: If you are dealing with a type of business in which freedom of entry, either for



technological or economical reasons, is fairly easy -- let us say like a grocery operation in the olden days -- then I think the public has a very quick way of making its opinions felt, but where you get things, of which radio and television may be one, the telephone system may be another, the service has to get pretty bad before you stop using your telephone and tear it off the wall; the tramway situation in Montreal, it may be pretty bad, but the people have to suffer and they can't effectively make their opinions felt. My garage example may be another -- and that this may be the basic justification for regulation, that you are right in your basic premise that these agencies are responsive to public opinion. In fact, to a certain extent, your argument falls to the ground, and it may be on occasions, and there are many examples of this -- if you want a philosophical example of why this is so, this may be it.

MR. FINLAYSON: You referred to limitations a moment ago: I have tried to suggest, I believe with some effect, that there are no technical limitations on the number of stations in any practical sense.

THE CHAIRMAN: But I was going on from that: the facts are that there are economic limitations.

MR. FINLAYSON: Yes.

THE CHAIRMAN: When all is said and done, whether they are technical or economic, the number you are going to have either in Montreal, Toronto or Flin Flon is going to be pretty small.







MR. FINLAYSON: Quite, but apparently we are getting into precisely that situation in so many other areas. For instance, you used the grocery store analogy a moment ago. I suggest my choice has been greatly narrowed in that field, and that I haven't got as many corner grocery stores to go to. But, contradictory to that, the number of radio and television stations has been expanding, and could expand an awful lot more if we had a realistic approach to it in this country.

THE CHAIRMAN: Well, there may be a case for expanding the television stations in Montreal from two to four, which is one step, but even if you have got your four you are still in a relatively small group.

MR. FINLAYSON: Yes, but I suggest, Mr. Chairman, if we look at it this way, we have one television station in Montreal for each of the two languages, and we have but one for practical purposes to which we may address ourselves for entertainment. Now, I don't think it can surely be suggested that the choice that would come to us by the active working of four or six minds, working in four or six separate stations would not be a much better situation and would not give the public a much better opportunity to respond.

THE CHAIRMAN: That may well be, but, if I may say so that seems to be another point. That is an argument based upon the desirability of a somewhat greater choice of stations, but your immediate point is on this question of the need, or not the need, of regulation based upon the effectiveness of



public opinion influencing performance.

MR. FINLAYSON: Yes, and I personally strongly believe that that is the cardinal, ultimate regulation. I think it would be interesting to the Commission if they could come to, say, our broadcasting station or any other broadcasting station, and read the daily mail, the scarifying remarks -- the adulating type of remarks, too, occasionally -- and the telephone calls and all the other things. Although, personally, it is a long time since I worked in a broadcasting station I have not forgotten the reaction of the listeners when we had symphonic orchestras on and they wanted hockey.

THE CHAIRMAN: Did it ever work the other way?

MR. FINLAYSON: Yes sir, it works about fifty-fifty. When we had hockey on -- I don't know whether this is still true -- in the 1920's, we got a multitude of calls from a variety of people who said they were not interested in hockey and how dare we intrude this nasty, commercial thing into the theme of the evening when they wanted some other thing; and when we had that other thing on, we used to get calls about that too. I don't think there is any doubt about the fact that a broadcasting station is extremely susceptible to public opinion, and the more broadcasting stations we have, the more effectively will that opinion be displayed and used.

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THE CHAIRMAN: May I ask you another question as to how competition between stations operates in this field -- the choice of stations? Is it necessarily a choice of programmes; I mean, it can't make much difference if two stations I can tune into are putting on a Western swing programme -- I will probably get the same tunes on either. Now, is it not true that the competition in this field tends to lead to a copying and duplication of programmes? To take an example, I have only read about it, but we may have a chance to ask about it, the Ed Sullivan Show on CBS. As I understand it is now being attacked by NBC with a precisely similar type of show. Is it a factor in this business that forces of competition tend to produce similar shows or to narrow the choice rather than broaden it?

MR. FINLAYSON: I would like Mr. Hammond to deal with that, sir.

MR. HAMMOND: I would like to answer your first question, Mr. Fowler, which you addressed to Mr. Finlayson about our sentiveness to the audience, and I would like to illustrate this by an experience which I had two years ago, when, oddly enough, the question revolved around the hockey programmes which we were to carry, I believe it was at nine-thirty on Sunday night, during the playoffs. In the period preceding we were carrying the C.I.L. singing stars. It was a very important hockey game. We felt







that there was great public interest in the game and we could tell by the number of calls coming into the switchboard that people were anxious to know what the score was. The game had already started when the Singing Stars programme was on the air. So we interrupted Singing Stars with flashes as the hockey scores came. Now, it happened there was one listener who phoned in to the station to protest that we were ruining his enjoyment of Singing Stars. Our people at the station explained that we were carrying Singing Stars for his enjoyment but that we were also trying to serve the hockey audience. He was not satisfied with that explanation and the following morning he called our president and complained that this was not right, was not proper, was not good broadcasting, and it happened that I was in Quebec City at that particular time. Our president, in a busy day, took time out to call me in Quebec City to pass along this complaint from one listener to me and to ask if I would investigate it. I made several calls to the station from Quebec City to find out exactly what had happened, and after I made a call to the man who had called me in Montreal to explain the situation and again to apologize if we had in any way spoiled his enjoyment of Singing Stars, and to express the hope that he could realize that the hockey audience had to be served, too.



THE CHAIRMAN: And you still carried the hockey, though?

MR. HAMMOND: We still carried the hockey at nine-thirty, yes, but I bring this point up to illustrate to what length our company and our president will go to see that we are serving the public.

THE CHAIRMAN: Well, you didn't serve this man.

MR. HAMMOND: True, and we recognized that we could not serve all men at all times, that it is an impossibility which we recognize.

THE CHAIRMAN: Oh, I am really not basing the question on that kind of thing, Mr. Hammond. Obviously you cannot please all the people all the time. You are going to have some praise and some squawks from people all the time in this business-- I understand that. I am talking more of the ability of the individual to influence your choice of programmes. Maybe your illustration told us that, if people wanted it, you would put on the hockey extracts and to that extent they influenced your programme, but the man that you have particularly cited here didn't get very far with his attempt to influence your programme.

MR. HAMMOND: True. Your second question revolved around whether or not it was the practice for one station to duplicate the programming of another.



THE CHAIRMAN: I didn't quite put it that way. I am asking whether the forces of competition can through a similarity really narrow the choice of programme.

MR. HAMMOND: Well, the best example that I can give you of that situation is the popular Amos and Andy programme of many years ago, which occurred between seven and seven-fifteen at night, when it became a continental pastime to be home at seven o'clock to hear Amos and Andy. Few people realized or remembered that the programme opposite Amos and Andy, or the programme period occupied by Amos and Andy, was an unknown personality called Kate Smith. My point is that where there is talent -- where there is a programme that has a basic appeal -- in spite of competition it would grow.

That is not to say that we don't imitate -- of course we imitate if someone has a particular success in a given programme. If it is in an area we do not cover we naturally tend to explore it, but ordinarily not at the same time. If we had a television station I would not try to duplicate the Ed Sullivan Show on our station.

THE CHAIRMAN: Am I right about this, though, that competition at the present time in U.S.A. is doing this --perhaps you do not know, but I think NBC is supposed to be copying the Ed Sullivan Show.

MR. COYNE: It is the Steve Allen





Show.

THE CHAIRMAN: The Steve Allen programme. is attempting to compete with the Ed Sullivan programme at the same time.

MR. HAMMOND: True.

THE CHAIRMAN: And it is a similar type of programme.

MR. HAMMOND: Well, is it a similar type of programme -- I don't really know.

THE CHAIRMAN: Well, it is not terribly important but I am just interested in the possibilities of competition working in odd ways in this field.

MR. FINLAYSON: Mr. Chairman, I think there is something to be said for this kind of thing -- you have apparently a rather difficult situation in Egypt -- that is, the world has, and I think it would be rather odd if no newspaper or no particular group of newspapers had anything about Egypt in them because they wanted to devote the space to something else.

THE CHAIRMAN: No, that is not my point.

MR. FINLAYSON: You see what I am trying to get at.

THE CHAIRMAN: But that is not my point.

MR. FINLAYSON: It is very difficult to decide what is right and what is wrong, and mere duplication is not necessarily right or wrong, in my view.



MR. HAMMOND: To give another example, Mr. Fowler. Hockey is a very popular programme, particularly in Montreal, where there is a very high audience interest in hockey. A few years ago we were very conscious of the fact that the hockey on Saturday night was getting a very large audience indeed. Our audience was relatively small; we were apparently serving a small minority. We programmed opposite hockey a series of mystery dramas, being as opposite to hockey as we could think a programme could be. Now, we didn't reduce the hockey audience but we effectively increased our own. In other words, we served that portion of the audience who wanted to listen to dramatic programmes, who were not interested in hockey. We didn't take the hockey audience or force the hockey audience to listen to this programme, but the people who wanted hockey continued to listen to it, and those who wanted to listen to our programme did so.

THE CHAIRMAN: Thank you, Mr. Hammond and Mr. Finlayson; I am sorry to have interrupted you as much as I have. Will you please go ahead?

MR.. FINLAYSON: Oh, no, that is perfectly all right. I don't believe you can get at the facts as well by any other process.

Now I would like to go on a little bit and I may become a little provocative here.

THE CHAIRMAN: We are accustomed to



that.

MR. FINLAYSON: I think I have made it reasonably clear that we feel that the root cores of the controversy that exists today in this country respecting the use and control and application of broadcasting and television is really a problem of deciding what is a good programme or a good programme sequence or a good programme format, or whatever way you want to describe it. We have tried to make the point that we believe the application of many minds -- as many as can be encouraged into the operation -- is the proper process to be used to arrive at the objective and the best possible programming, particularly having in mind our individual characteristics won't make us all want to look at or listen to the same kind of material at the same time. It seems to me that we have got ourselves into the state of mind in this country where we have deluded ourselves to the point that we have come to believe that government somehow has the answer, and that is a concept, if it is a correct analysis, that I reject. I take the view the government is the servant and not the master of the people. I also take the view that the less government we have the better. I admit the need for some government, and I think that when government intrudes itself into a highly controversial and almost undecidable question as to what constitutes a good programme for Canada, and its future, that





government has stepped out of its proper role.

THE CHAIRMAN: Do you think that government is responsible also to the will of the people?

MR. FINLAYSON: Much less so, Mr. Chairman, than the individual private operator.

THE CHAIRMAN: I am not talking about operations; I am talking about policies now.

MR. FINLAYSON: I have the feeling that it is, and I have the further feeling that is in part due to this unrealistic concept that we have gradually drifted into where a great people seem to feel that because government does or decides this or that, it is inherently right.

THE CHAIRMAN: Yes, but how do you account for the very long history of government policy in this field of radio and television?

MR. FINLAYSON: I do not account for it.

THE CHAIRMAN: First of all, let me say it is a pretty consistent history -- it may not be actually the classic statement we have had repeated and repeated to us, made by the Right Honourable Mr. Bennett and concurred in by Mr. Lapointe at the time in 1932, when it was stated that the basic policy was laid down and this has been referred to time and time again by Parliamentary Committees, by Royal Commissions and by other investigators -- this is a democratic system and this is the way it works, and this has been the result -- how do you account for it if you are



right now?

MR. FINLAYSON: I account for it in a variety of ways and I think that I account for it very basically by going back to my premise that we as Canadians are not thinking as realistically as we should.

THE CHAIRMAN: Are we thinking as Canadians, perhaps?

MR. FINLAYSON: I assume so, but again, I have some difficulty in defining many of these things. We have been told for example that one of the reasons we have the present situation is to protect us against the infiltration of programmes from the United States which might in some way undermine our culture and our Canadianism, and so on. I have yet to see anybody sit down and define just what these things are. I would like to see, before we get into some of these questions, an attempt made to define cogently what culture is, and I think it would be a very large definition of fact. What I am trying to get at is that if we are ever going to be adults as a nation we have got to begin to make up our minds as individuals as to where we want that nation to go.

THE CHAIRMAN: That is precisely the point, Mr. Finlayson, and the opposite side of this argument would be that we are adults as a nation and that we want to stay adults as a nation.



MR. FINLAYSON: I hope so, but we will not stay adults if we are, as it were, putting blinkers on ourselves as to what is happening elsewhere. As adults we should have the availability of many of these things and decide for ourselves what is good and what is not good. I mean television is only one side.

THE CHAIRMAN: Yes, but television -- let us wait here a minute -- decide for ourselves. When you leave this to the free flow of economics is it not escapable that you are leaving it to public service, to public opinion, to Canadian consciousness, and everything, but from the point of view of straight economics would it not depend very heavily on the United States -- it would be bound to, would it not?

MR. FINLAYSON: Well, Mr. Chairman, I don't know that I can agree with you in leaving out any part of the picture; we have to have the whole of the factors and all of the factors in front of us all the time.

THE CHAIRMAN: Yes, quite so.

MR. FINLAYSON: Well, it is certainly true that economics is a very important factor. It is equally true that the public taste and audience reaction, and so on, will influence that factor.

THE CHAIRMAN: Or will they influence the public taste?

MR. FINLAYSON: Any way you like to put it,







but don't let us, please, get into the position where the government decides for the public what these things are, and what is good and what is not.

THE CHAIRMAN: But what does the public decide -- it may decide in several ways -- it may decide by the method which you contend should be used by calling up stations -- it may decide through its elected representative in Parliament, may it not?

MR. FINLAYSON: It might, but I would like to suggest this, that as long as we have only one English-language or one French-language television station in Montreal, by government policy, it is a very difficult thing for any body to have a range of information which he needs to guide his representative.

THE CHAIRMAN: Oh, come, come, now, Mr. Finlayson. You can, and everybody else, in Montreal can see two or three American stations to compare with?

MR. FINLAYSON: Yes, I know, but is that a good argument -- I don't think so.

THE CHAIRMAN: It could be. My view is there it could perfectly well be a good reason to have a second station in Montreal ---

MR. FINLAYSON: Or three or four.

THE CHAIRMAN: Or three or four.

MR. FINLAYSON: Or five or six.

THE CHAIRMAN: For all I know, but that is not the point now.

MR. FINLAYSON: Well, Mr. Chairman, I



don't see that, but perhaps we can get at this another way.

MR. COYNE: I wonder if I may just interject a question, Mr. Chairman. Mr. Finlayson, you put forward the proposition that this question really resolves itself into the question of what constitutes a good programme, and you suggest that if there are one hundred people, let us say, who are deciding what is a good programme rather than one, the chances are that we will get better programmes, but as far as the private station operator is concerned, who depends upon a commercial revenue to maintain his service, is the sole consideration which motivates him the question of what is a good programme? I suggest to you it is not because whatever his views are as to what is intrinsically a good programme, the programme he has to put on for business reasons is the programme which attracts the maximum audience, and that may or may not be a good programme. He may never put on a programme which he personally, as one of one hundred operators, thinks is a good programme intrinsically, because he is not free to do so.



MR. FINLAYSON: Mr. Chairman, I think that Mr. Coyne has stated a conclusion rather than a question.

THE CHAIRMAN: Well, what do you think?

MR. COYNE: What do you think of my conclusion; that will be my question.

MR. FINLAYSON: I definitely do not agree with your conclusion, I don't agree with this basic point. I said earlier and I propound the view that if we do not put on a good programme we will not get an audience and our economic operation will fail. We only prosper economically by the service that we give and I think that is true in broadcasting, television or any other field. It does not matter, in my view, what programme we put on provided that programme is well received on the part of the audience. We must be sensitive of the audience available to us. I cannot discriminate in my own mind between the virtues, and this is the crux we are getting at, I do not know how to discriminate between the inherent future of our Canadian culture, a good hockey broadcast or wrestling from the Forum.

THE CHAIRMAN: You cannot?

MR. FINLAYSON: Or a symphony, I cannot, and therefore, the only way we as operators have to try to find an answer is to be sensitive to our audience reaction.

MR. COYNE: What you are really saying is, what does the majority think. You say in your





brief that you would defend the rights of  
 minority to be served but surely it is the right  
 of no group in Canada to be served to the exclusion  
 of others. That is precisely the point, if not  
 the exact words used by Mr. Dunton in the early  
 stages of this inquiry, and I would put it to you  
 that that sentence contains almost the whole justifi-  
 cation for regulation. How are minorities to be  
 served if commercial operators are bound to seek  
 to appeal to majorities?

MR. FINLAYSON: Mr. Chairman, I would  
 like to pose this question; I do not know whether it  
 is out of order to argue with Mr. Coyne, or not.

THE CHAIRMAN: You can argue with any-  
 body.

MR. FINLAYSON: I so intend. I pose  
 this proposition; I have said that I do not know  
 how to decide what is a good programme and Mr.  
 Coyne now says that we defend the right of  
 minorities to be served. We will serve no  
 such purpose as long as we restrict the number  
 of stations, but let us have eight television  
 stations in Montreal and we will come a very  
 great deal closer because now with eight pro-  
 grammes we are at least serving eight segments  
 of the population and there is a chance ---

THE CHAIRMAN: So you are dividing one  
 segment into eight pieces?

MR. FINLAYSON: No. Mr. Hammond has  
 given us an illustration, hockey against mystery,



and let us have two or three more of those and we will serve more and more of those minorities.

MR. COYNE: Admitting the desirability of two or three, seven or eight stations, what has that got to do with the principle of having some regulation of programme content affecting all of them?

MR. FINLAYSON: But I come back to this, Mr. Coyne, who is the all-seeing person who is going to make this decision? I do not like Mr. Hammond's bow tie, I think it is a most reprehensible tie, but Mr. Hammond does not like my four-in-hand; can you tell me which is the right tie? No, and neither can anybody else, and so in the field of programme service, what is the right programme, there is not such a thing, it is not definable.

MR. COYNE: No, but you would be very offended if you found you were not able to wear a four-in-hand tie because the majority of the people wanted bow ties.

MR. FINLAYSON: Exactly, but we have a situation right now in the City of Montreal where Government policy is decided that we are only going to have one kind of tie.

MR. COYNE: We are now on the single channel policy?

MR. FINLAYSON: Yes, sir, the Government of today has apparently decided, and I am not quite sure whether it is a bow or a four-in-hand tie, but there is only one, and I am asking



for a freedom of choice as to ties or no ties at all, if you like, but I resist the idea that somebody in Ottawa or somebody else can decide whether Mr. Hammond's tie is a more presentable object than mine. This is the root.

THE CHAIRMAN: No, the thing you are trying to get at is this: the suggestion I think you made -- it is in your brief or it was put to us that the forces bearing on a commercial operator make it perfectly justifiable and necessary that he look to a mass audience, the bigger the audience the better from his point of view. The perfect broadcasting day is when the private broadcaster has all the audience, if that were humanly possible, therefore, by its nature the programmes will be under these compulsions, programmes of mass appeal. Now, how does the minority operate against those pressures, and quite substantial minorities -- let us say those who like good music -- how does he make his opinion felt, how does he get recognized in the system?

MR. HAMMOND: If I may, I would like to go back to your question, what is going to happen to the competition to Ed Sullivan? You suggest that the present show opposite Ed Sullivan was similar in character, so let us accept that. I do not know and the directors of the networks concerned do not know whether or not this programme will succeed in getting more audience than Sullivan, but they are going to try. There





are seven stations in New York, one has Sullivan, one has something similar to Sullivan in competition with him, and I think this will encourage Sullivan to do a better programme in order to maintain his position. I think it will encourage his competitor to do a better programme in order that he can take over Sullivan's position.

THE CHAIRMAN: Better or more popular appeal?

MR. HAMMOND: What is going to happen to the remainder of the stations? One of the things I would do if I were in the position of competing with Sullivan, I might try to beat Sullivan at his own game, put a programme opposite him with a similar type of programme, but I have no guarantee of success. Let us assume I fail, let us assume that I am not able to do the programme as well as Sullivan, then I will say, "Well, what else can I do to serve my audience? Does everyone like Sullivan or is there some other programme appeal that can be used to serve the audience?" We would try something else, we might decide that the competition against Sullivan, that the broad public appeal of Sullivan was so great that it would be incongruous to try to meet him at his own game and we might go to programming directly opposite and put on a programme that had a minority appeal, recognizing we could not serve the mass audience any better than it was being served.



THE CHAIRMAN: Would you not be more likely to try to get a hockey broadcast?

MR. HAMMOND: If one was available, yes, and I think the audience would be well served. The third station might decide on a symphony concert.

THE CHAIRMAN: I think we are confused if we mix up the earlier question about competition and the question I am putting to you now which is that -- the pressure necessary, nobody need be ashamed of it, on the commercial fellow, is to try at all times for the mass audience, and the bigger it is the better. A perfectly legitimate operation, but with those pressures what is there to get you to supply something to the minority groups except your good conscience and your sense of responsibility?

MR. HAMMOND: I understand that in Havana, Cuba, there is a station which broadcasts nothing but news and time signals all day long, and they have found that this performs a service that is useful, that the audience can use such a service. There are stations which operate on a block programming deal which is proving successful in market after market all over the country, all over the continent, but it is a remarkable thing that it has seldom happened that a second station going into any market using a block programme principle can also succeed, because that need is being served and it is programming by differences and developing those differences that



a station can hope to survive against concrete competition.

THE CHAIRMAN: I must say I find this very odd because going home at night I have been trying out the different stations and your station and the CBC station are doing precisely the same kind of programme.

MR. HAMMOND: No, I think you will find, for instance, and I will give you some history on this, our competitor is in the room but it is no secret. He had more audience than we did in the period immediately ahead of six o'clock and we were not enjoying being in second position. We knew the kind of programme he had because we could listen to it, too, and we had to decide whether we were going to do the same kind of programme and do it better or do something different. We did something that I dislike personally; it is the same situation where Mr. Finlayson does not like my bow tie. I do not like Western swing personally as an individual; it is not my choice of programme, but it is completely different from what our competitor was doing at that time and it gets a very worthwhile audience. Amazingly to me there are a number of people in Montreal who think Western swing is good listening and they do listen, so he serves the audience as he sees it and we are serving an audience in a different way.

COMMISSIONER TURCOTTE: That may apply





to large cities, but with a city of fifty thousand or seventy thousand people, Brandon, Manitoba, or Halifax, which are economically unable to carry the same number of stations as Montreal or Toronto, there is no second station as in Montreal or Toronto, how about the smaller cities? Give that complete freedom to act as one pleases without thinking of minority audiences or serving the public interest, to stimulate particularly the most possible people, the majority is not always right, so what happens in that case?

MR. HAMMOND: I would think the key there is there are very few areas in the country, in fact, I cannot name one at this point, where it is only possible to hear one radio broadcast. I do not think anyone has a monopoly of radio broadcasting, fortunately. In areas where there are perhaps not as many signals as in Montreal, I am afraid that is one of the disadvantages of living in a small centre, just as living in Montreal has the difficulty of finding a place to park. It is an inherent situation.

THE CHAIRMAN: There would be an argument whether it would be an advantage or disadvantage.

MR. HAMMOND: Yes.

MR. FINLAYSON: I would like to go on to another point, if I may. I said at the very beginning that we started broadcasting in this country and we were the one station for a short



time. CHAC came in not too long after with a French programme and there were other developments, and I think I am on reasonably sound ground in saying that our programme under the impact of competition is more realistic and more in the public service than it has ever been before.

I believe that it is the interplay of the very forces that you and Mr. Hammond are debating that is creating that condition. I am sure, I am confident, that the public is better served with eight stations than with one because we are at least beginning to cater, if we are not wholly catering, to Mr. Coyne's minority groups. We may not be doing it perfectly, but we are moving in that direction.

THE CHAIRMAN: At least you can say since there has been this improvement in the radio field, the kind of regulation that there has been to date has not seriously inhibited you?

MR. FINLAYSON: No, I do not agree at all. I go on to make the statement that if we had not had this kind of regulation we would have moved forward a great deal more, that is my point, and I feel strongly on that point.

COMMISSIONER TURCOTTE: What regulation in particular, commercial spots ---

MR. FINLAYSON: The kind of thing that I think we are really talking about, the programme content. I have admitted the necessity for regulation by thou shalt guard thy station and



not issue libel and slander in the programming. It is an intention and not a positive fact; the only thing that is a positive fact is the energy and efficiency of people. But let me go a little further; we have in our brief, and it is rather brief -- we tried to keep it short, but cover each of the points that we understand are the Terms of Reference of the Commission, and in there we take that which I think is becoming a hackneyed point of view, that the CBC should have its present -- and in our view incongruous -- functions divided and separated.

THE CHAIRMAN: Well, now, on that one, you simply state that in your conclusion.

MR. FINLAYSON: That is what I am leading up to. We do not see how it is fair to the personnel of the CBC for them to have to discharge what to us was two irreconcilable responsibilities and we are hackneyed admittedly but we say in effect and quite clearly that if broadcasting in Canada is to go forward there must be a separation of the regulations applying to private stations from the operation applying to the public system. We approach that as a matter of principle, we believe rather strongly that principle and practice cannot be divorced from one another. We do not believe, for instance, that a good system will be supported by bad practice, and we certainly think that bad practice will smirch a good policy. We cannot







see how it is possible for a man or a corporation, no matter who they may be, and I would like to be clear we are not talking about individuals here; on the contrary, we are talking about principle, to at once discharge their unusual and, I think, almost unique responsibility that the legislation of our Government has imposed on the CBC.

Especially is that true in our view when we are instructed that by Government policy, not CBC policy, that we are to have certain restrictions on the number of television stations in each particular market. What I am saying is this, that I do not see how any body of men can in principle discharge these diverse and contradictory concepts.



Therefore, that in the interests of simplicity, in the interests of the nation, in the interests of CBC and in the interests of the private broadcaster, and in the interests of the listener, that this situation should be changed. We have referred in our brief to a separate regulatory body, and what we have in mind is a relatively small group of people drawn from a basis of experience. One of them could be a broadcaster, privately, drawn from those ranks, another an experienced man from the CBC orbit, another could be an outstanding engineer, certainly there should be one or more with judicial background and these people would have their time free to devote themselves to the national policy in this area of regulation, and at the same time the CBC governors and officials would be free to get on with what we concede is their job in the national interest, and that is, to provide a national service -- if such is needed; that is another question. If such is needed, then we feel the CBC should be given every encouragement accordingly and should not be discouraged or hampered by having forced upon it the necessity of carrying out the reconcilable function --

THE CHAIRMAN: Before you leave that, if you have finished your remarks on this point...?

MR. FINLAYSON: Broadly I have, yes.

THE CHAIRMAN: I would like to get where you stand on a debate we have had many times: I am looking at page 3 of your memorandum where you say that it is an error to think a choice must be made between



governmental service on the one hand, and enterprise service on the other. "The fact is that both have been operating in Canada for over 20 years, and could serve the nation even more effectively if each concentrated on its proper role." Am I right in thinking that from that you are putting forward the proposition that the role of the government service is a different role from that of the enterprise service, that you have, as one witness put it to us the other day, that they were complementary parts of the same system rather than as other witnesses have put it to us that they are in direct competition with each other. Which side of this debate do you come in?

MR. FINLAYSON: I come very definitely on one side. In the first place, you have just used the word "system", and again at the risk of being provocative I don't think the thing we have is a system. I think it is a lack of system. I think it is about the most unsystematic device we could have conceived. What we mean is this, that if the nation -- by "the nation" I mean the people of the nation -- feel, and through their elected representatives and through other means, that there should be a national service -- to do what, I am not quite sure -- but if the nation feels there should be one, then let there be a national service by all means. I am not a believer that we can turn back the clock, as it were, if you want to put it that way. I don't feel, myself, sufficiently wise to say whether or not there should be a national service. That is to say, I am now talking







of a service operated by the government of the country for any purpose which may seem right and fitting to that government, but I do believe the word "national" should not be construed to mean more than a system operated by the government in its capacity as a government and that we have a system of private enterprise broadcasters in this country which is covering the nation -- many, many more stations than the national system has. We don't believe it is necessary to abolish either one or the other. We don't believe it is necessary or desirable to scramble them as they are at the moment scrambled, and what we mean here is that we don't think it is right, and we have a feeling that in the public mind there is a conception that we can only have the one or the other. We are trying to say if the nation wants it, we can have that. I listened with interest to Mr. Therrien's remarks on Monday on another aspect of that. We can have the private enterprise stations covering the whole country. We don't think it is necessary to choose between them. We think they can coexist -- if in the minds of the people there is a need for the national system.

COMMISSIONER STEWART: You don't think that the two segments in the broadcasting field that exist today -- that is, private and government -- are incompatible?

MR. FINLAYSON: No, only in so far as in the Board of Governors and powers imposed on the CBC, they are brought together in an incongruous and, to my mind, an incompatible situation,



but cut that Gordian knot, and I find no incompatibility. As a taxpayer I may have views as to whether it is needed or not, but that is not a question of incompatibility. So, we go on from this premise to urge what we have done for very many years, that the power of regulation over the private stations should be divorced from the operating authority of the Canadian Broadcasting Corporation, and to us it is simple and clear-cut as a matter of principle. We don't think it is right, proper; I know the word "fair" has been used and it has its own connotations, but I would almost go so far as to say it is unfair and unrealistic to continue with our present situation, and as a matter of principle I believe the case stands on its own right crystal clear, and if we are not guided by principle, we are not guided at all, in my view. We must have principle first.

THE CHAIRMAN: Our difficulty is that we get precisely the same argument on the other side, also based on principle.

MR. FINLAYSON: I quite understand your difficult position, Mr. Chairman, but I do suggest this, that the type of principle we are advocating is reasonably well founded in experience and practice in many fields. I put this to you, that as far as I know, this situation in broadcasting is unique in this country.

THE CHAIRMAN: Well, that is a long debate, and we have had it a number of times, and perhaps we had better not go into it.





MR. FINLAYSON: Its uniqueness is the thing that strikes us as a very prominent element.

COMMISSIONER TURCOTTE: You refer to the Australian system.

MR. FINLAYSON: Yes.

COMMISSIONER TURCOTTE: Would you like that system introduced in Canada?

MR. FINLAYSON: In effect, that is what we say.

COMMISSIONER TURCOTTE: It is very closely similar to our situation, but isn't there a very big difference in the fact that Australia is completely isolated from any other country, whereas we have a very big neighbour here? Doesn't that make a big difference?

MR. FINLAYSON: In my opinion it makes no difference.

COMMISSIONER TURCOTTE: ... in the comparison you want to establish between our system and Australia?

MR. FINLAYSON: If anything, it is an argument for the use of this Australian format in Canada, to give us more brains and more effort to maintain our national sovereignty. We are arguing for more troops in the battalion and not fewer troops, to guard our borders. I have been in Australia for a short period, and I took some time out to examine the system, and, like all human things, it is not perfect, but it seems to me it is a lot nearer perfection than our situation -- again, always on the matter of principle.





THE CHAIRMAN: Go on, Mr. Finlayson.

MR. FINLAYSON: I am beginning to run down a little bit, Mr. Chairman.

THE CHAIRMAN: I have never known this to happen to you before.

MR. FINLAYSON: Let us see where we go from this basic concept of principle.

THE CHAIRMAN: I think you were going over your recommendations on page 17.

MR. FINLAYSON: Yes.

THE CHAIRMAN: You have dealt with the independent regulatory body.

MR. FINLAYSON: Yes. I have already covered in general what we think a regulatory body would do and in general how it would be composed and, of course, that again is a field for very considerable debate, but, nevertheless, it is in our opinion well worth while. I think, Mr. Chairman, what you are really getting at is at page 17.

THE CHAIRMAN: Yes, that is what I had in mind.

MR. FINLAYSON: It follows from this premise that I have suggested that the system would provide for the licensing of more private television stations in areas that are at present monopolized by CBC, and it provides that competitive stations could enter the areas that are at present, if you want to use the word, monopolized by certain private stations under this government policy.

THE CHAIRMAN: It is the abandonment of the



single channel policy?

MR. FINLAYSON: Yes, we would like to see the single channel policy done away with and we would like to see as many television stations licensed as each community could support.

COMMISSIONER STEWART: There were views expressed here yesterday that the question of licensing in even places where monopoly exists would depend upon the economic factors within the area. For instance, in some place there may be channels open and yet it would be known that two stations could not operate profitably, and -- and I would take it this was the logical sequence to the argument -- if two were licensed there it would be to the detriment of the public in that they would both go broke sooner or later.

MR. FINLAYSON: No, I can't agree.

COMMISSIONER STEWART: What I am getting at then, you would license irrespective of the economic factors in the situation?

MR. FINLAYSON: I would leave to the proponents, the applicants the problem of wrestling with the economics of it, and I would insist merely that these proponents be people who could show they had reasonable cause to suggest that they could create --

COMMISSIONER STEWART: That they had due financial responsibility?

MR. FINLAYSON: Exactly.

THE CHAIRMAN: Putting the question in a slightly different way, there may be certain debatable areas, but basically speaking you would expect that





people who would come forward for second television licenses would probably be relatively few and mainly in the larger cities -- at the first stage, anyway.

MR. FINLAYSON: No, I don't think -- I don't know how we could define "relatively few", and I am not quite sure what is the largest city, as it were. But we have examples, at least in the radio broadcasting field, of quite intense competition in what are comparatively small centres.

THE CHAIRMAN: But it is a very much bigger league in television?

MR. FINLAYSON: Yes, but that will have its bearing on the type of people who will come forward, but I think it is erroneous to suggest in advance that a particular area cannot support a television station.

THE CHAIRMAN: Well, we have something to go on: the only places where we have had, in our tour across Canada, agitation for second television stations have been Toronto, Vancouver and Montreal; is that a fair indication?

MR. FINLAYSON: No, I don't think so and I will tell you why. Take our own case; we have been interested in a television license, and we have been on record to that effect, since October 1938, which is a rather long time.

THE CHAIRMAN: But you are in Montreal.

MR. FINLAYSON: Yes.

THE CHAIRMAN: There is the demand here.

MR. FINLAYSON: Yes, agreed, but if I were





an operator in a slightly smaller centre and looked at the experience of this outfit in the bigger centre I could not very well feel encouraged, but if a number of people were licensed as they came forward, and as they showed, as Mr. Stewart suggested, due financial responsibly and due public attitude, I feel if we and other proponents in Montreal were given licenses, it would act as a specific encouragement to chaps in the smaller areas to go and do likewise in their areas. But as long as the big centres are restricted, I don't see how there is the slightest encouragement for the smaller ones. If there is to be a national system, if in the wisdom of the government and the people they want a national system in the way I have defined it, a national system under paragraph 2 can move into some of the areas at present monopolized by private stations.

THE CHAIRMAN: It really is not a national system. It is a national broadcasting service.

COMMISSIONER STEWART: Section 8 of the Act refers to it as a national broadcasting service; not "system". I don't know what the difference is between the two.

MR. FINLAYSON: I am not too clear, myself. I think the two things are intimately wrapped up, but basically "service" is the thing.

COMMISSIONER STEWART: Yes.

MR. FINLAYSON: Paragraph 3 is the --

THE CHAIRMAN: I don't want to keep you too long, but I would like to ask you a couple of questions



on this second point. If, to take it specifically, you were to get a second television license in Montreal, would you expect to get programmes supplied to you in the way the Peterborough station gets them -- by the CBC?

MR. FINLAYSON: We would like to have the availability of going and getting our programmes from whence we might, in accordance with our philosophy of what constituted a good programme; to create them ourselves, to acquire them by network, by kinescope, or from wherever they may be available.

THE CHAIRMAN: That is right. Well, assuming that is the case --

MR. FINLAYSON: That may include some CBC material.

THE CHAIRMAN: Which you buy?

MR. FINLAYSON: Yes, or which they would pay us for to put on our station.

THE CHAIRMAN: If they are carrying the entire programme on the existing CBC station in Montreal, it is not very likely they would be paying you to carry it?

MR. FINLAYSON: No, we would not want to duplicate.

THE CHAIRMAN: If they have other material they want to get out, or you might want to buy, it may come to you in that way, but beyond that you would be on your own.

MR. FINLAYSON: Sure.

THE CHAIRMAN: Is there, in a case where you



would then be operating -- and it is easier to compare you as a private station than with, let us say, a private station in Peterborough, because both are private; let us take the one we had yesterday, or the day before, the private station in St. John's Newfoundland which is today carrying the entire CBC television service.





It takes up a little less than half their broadcast time and they do the rest of it. Whatever these national values are they can at least be supplied by the provision of these programmes to Saint John's, Newfoundland. Now, do you think there is or is not a case for some rules of the game as to how you perform?

MR. FINLAYSON: I think the rules of the game are set by the public, and I think your approach is correct, Mr. Chairman; that is, if we had a licence and if for some reason there were not available for us all the programmes produced by the CBC, and assuming that many of those are right trusty programmes -- they are good material -- within themselves, we certainly wouldn't want to duplicate them on our station. I feel sure that that would be the basic approach to the thing. Therefore, we would have to go and get our material wherever we could -- we would make it ourselves or acquire it or buy it.

THE CHAIRMAN: Where would you go?

MR. FINLAYSON: Well, in a good many cases we would go to films, we would go over to the private broadcasters who, I hope, would be doing the same thing and would share or interchange programmes. I would like to think that we would eventually be on a network of some kind, supported by the private broadcasters. In other words, what CBC can do the private broadcasters can do individually, collectively -- I see no



problem.

COMMISSIONER STEWART: Do you think it is economically feasible to operate two networks in this country -- two national networks?

MR. FINLAYSON: I believe it is, Mr. Stewart, now. I must tell you that I myself realize there are many problems to be overcome -- obviously -- but I believe it is just as logical to think of two networks as to think of two railways or two something else.

COMMISSIONER STEWART: But I am thinking of it from the point of view of economics.

MR. FINLAYSON: I believe so -- I quite believe so.

THE CHAIRMAN: Would you guard against, or do you think it is necessary to guard against, duplication in the television field -- for instance, what has been happening in some cases in the radio field -- there would be much fewer television stations, and it is well known -- we have had it in evidence -- that there are some private radio stations who really operate on what you might describe as a disc jockey type of operation most of the time.

MR. FINLAYSON: Yes.

THE CHAIRMAN: Do you think you could just let this run free?

MR. FINLAYSON: I think we could -- I do not see any reason or purpose in attempting to restrict it. Personally, I am not quite sure that



I could define what is meant by a disc jockey operation -- where it starts and where it ends.

THE CHAIRMAN: Well the kind of thing I am talking about is where you have one record of popular music followed by the longest possible spot announcement followed by another piece of popular music, and that goes on hour after hour.

MR. FINLAYSON: I can only say, Mr. Chairman, that I hope Mr. Hammond would not persuade us to do anything of that kind, and I feel sure he would not proceed in that way.

THE CHAIRMAN: Well, speaking of you personally, I don't think you would, but how do you prevent somebody else from doing it?

MR. FINLAYSON: Well, I would not actually stop anyone else from doing it - I do not think I have the right to stop them from doing it or trying to, if they want to do so, any more than I have the right to say to somebody that you must read The Gazette and to somebody else you must read The Star and to someone else you must read The Herald -- this is a matter surely of a private decision.

MR. HAMMOND: I think Mr. Finlayson's point here, Mr. Fowler, is the fact that nothing is lost because a radio station operates in this way provided there are other stations operating differently -- there is no shortage of channels.

THE CHAIRMAN: Oh, but there may be a shortage of economics to support the channel, and







this may be a very good thing for the private broadcaster but what is it going to do for the people, and after all that is the thing we have to think about.

MR. FINLAYSON: Mr. Chairman, there are two ways of looking at this -- there might be a disc jockey in the big centres and the public might have much choice, and your fear is that the disc jockey might arise in the small centre. We must, however, always remember that even that man is susceptible to the station coming in from somewhere else, and there are very few areas in this country where, as I believe Mr. Hammond has made it quite clear, the listener is really restricted to one particular station.

I would like to come back now to this question of Mr. Turcotte's which I have been holding back from for quite a while. We have a choice at the moment in Montreal, if we are willing to invest the money, we can get Burlington or Plattsburg. And if you live on the eastern side of the Mountain as I do you can get Channel 8 -- some of us can get Channel 7 -- I can't because I live where it is not available to me. Now why do any of us listen to Channel 3 and Channel 5 or Channel 8 -- I suggest that we listen because our Canadian Government policy has deprived us of the opportunity of any kind of local service that would provide us with a freedom of choice, and when we listen to Channel 3 we are trying to drag in a



station on a remote range -- really a technically unsatisfactory range -- which is on an adjacent channel, but if we were using, as I think we should be using in Montreal, Channels 10 and 12, we wouldn't have to reach out to get Channel 3, with all the miseries of the economics and the channel interference, and that sort of thing, which exists -- so I say that the main reason we look at stations in the United States arises from the restricted policy, which is not a protection but is an undermining of the very thing that proponents of the policy, as I understand their proposition to me, are trying to get at. By Government fiat they have made it essential, if we want any freedom of choice in Toronto, to look at Buffalo and, in Montreal to look at Burlington and Plattsburg, but I do suggest that there are not nearly so many people who are listening to outside stations in Montreal, because you have a choice of eight stations.

THE CHAIRMAN: But what difference would it make if the second station in Montreal carried the same as Channel 3?

MR. FINLAYSON: Who is to say it will? It may carry the same, but it will be free of Mr. Turcotte's worry -- that is the friction between the two stations.

THE CHAIRMAN: I think in fairness, Mr. Turcotte's question was directed to earlier technical ideas.



MR. FINLAYSON: I know it was, but I am trying to go back now, and I am saying that the reason these channels have been separate geographically the way they have is to solve the problem of Mr. Turcotte's, in receiving Burlington in spite of CBST, for instance, but I can go one step further and say Mr. Turcotte's problem has been created for him artificially by the Government's policy, whose purpose was apparently to make us truly Canadian and cultural.

COMMISSIONER TURCOTTE: I was referring to Channel 7 in Sherbrooke, which is a long distance from Montreal.

MR. FINLAYSON: I know you were, but there again we have the situation where that channel was removed originally from Montreal, and I think our technical people will not quarrel too much with that removal but it may well be that after a period of experience with that, which, I believe, has a pattern, has it not, Mr. Farmer?

MR. FARMER: Yes.

MR. FINLAYSON: It has a pattern which is orientated in more or less this way, and it may be desirable and necessary to change that pattern after a period of experience -- we learn as we go forward.

COMMISSIONER STEWART: Mr. Finlayson, I take it from what you say that there is a great deal of listening inside Montreal to the few American stations that are available here.







MR. FINLAYSON: Yes.

COMMISSIONER STEWART: In the course of our travels, particularly in Vancouver, we heard of one station in Bellingham which carried almost nothing but Canadian advertising, and the listener audience was so great in lower British Columbia. Is there very much Canadian advertising carried on these American stations here in Montreal?

MR. FINLAYSON: Mr. Hammond says not a great deal, but it seems to be growing.

COMMISSIONER STEWART: I see.

MR. FINLAYSON: And, of course, there again, in my opinion, we are defeating our own best interests.

COMMISSIONER STEWART: That is what I wanted to get at, to find out exactly what is meant.

THE CHAIRMAN: Surely a great deal of the advertising is advertising which is not permitted in Canada, is it not?

MR. FINLAYSON: I think the answer to Mr. Turcotte's question is that we are trying to make decisions where we have not yet sometimes had enough experience, and I am sure, Mr. Turcotte, that your Channel problem will create its own solution.

COMMISSIONER TURCOTTE: You were saying that the air was not crowded, and that is why I brought that point out, when there are so many, many more channels and there is only one there which is so far away from Montreal, and



yet it interferes with Montreal.

MR. FINLAYSON: Oh, yes, but there is no technical need for it to interfere because it can be reorientated one way or another, or maybe the solution is to put another channel in to Sherbrooke, instead. But that does not defeat the primary argument -- there are many possibilities of variations. You see, gentlemen, in addition to the channels, we have these pattern things -- a very large percentage of the radio stations in Canada have a pattern which is not circular. Our own CFCF is a typical example. The pattern is down-river, with a very small amount of westward effect, and that has been so as to prevent us from interfering with certain other stations to the west on the same channel. This has been done very successfully, and I think the same will apply to this Channel 7 and the U.S. problems. As experience is the key to what should be done, I am quite sure that the station and the Government authorities will all work towards that end -- I don't know what the actual solution will be, though.

Now, Mr. Chairman, coming back if I may to page 17 -- we urge the removal of restrictions applying to net work operations in radio and television, and the reason that we urge that, of course, is a derivative, if you like, of what is in paragraph 2. That is to say that in order to provide the best programme service, we feel that there must be separate networks and that those networks can



only be brought into being if present policies, and so on, are changed.

And then we come to 4, where we get into another area of consideration. You have been charged, so we understand, with endeavouring to bring forward useful solutions to any disputes and arguments that may exist between private stations and the CBC and the matter of finances.

Now, I know that you have read or have attempted to read the masses of material that have been given to you -- what I would like to say is this, that if the public so decides, or the Government of to-day, in its wisdom, feels that the Canadian Broadcasting Corporation as an operating body and operating service should continue, all very well and good, but completely separate from the private station group. If the nation is willing to support that cost, all well and good, but if, for any reason, the nation is not willing to support that cost, then the only alternative we can see to carrying out in some form at least the philosophy of government broadcasting services, would be for the CBC to act as a programme production centre and have the appropriate arrangements made for the airing of the programmes so provided on what would then be, of course, all the private stations. They have a variety of ways in which that could be done, but that in our view might be a lead towards the solution of the financial problem in the sense that it would appear greatly to reduce the financial







problem, while at the same time it would not undermine, if that is a good word, any reasonable philosophy that there should be a national service as distinct from the private enterprise service. So that our recommendations in that we believe that the present policy of combining in one body the regulation of operation is unrealistic and should be changed, and we believe that there should be a full and free competition. We are quite prepared, by the way, for the CBC, if it is to continue as an operating body, to be commercial.

THE CHAIRMAN: And to compete vigorously?

MR. FINLAYSON: And to compete vigorously, oh, yes, most certainly. As a philosophical point, I don't see how can one can properly urge any other course. We have sat here urging for full competition, and certainly I am not asking that a particular broadcaster should be restricted in that respect. Therefore, although the CBC would take revenue from us, we have to arrive at that conclusion.

COMMISSIONER STEWART: On the financial aspect of this, this suggestion of yours where the CBC would not be a broadcaster but would be in the production business, I have no idea, because we have not seen a full financial statement yet, as to the division of costs of the CBC between broadcasting and production, but certainly we know that there is a certain amount of revenue



produced from broadcasting itself.

MR. FINLAYSON: Yes.

COMMISSIONER STEWART: From station operations and from some network operations. They would lose all that, and, in addition, according to the suggestion you make, they would be required to pay the private stations for the air time, so that they would lose revenue and they would increase their costs by reason of the amount they would have to pay to the private broadcasters. But I have no idea yet as to what reduction in cost would come about through the removal of the station operations.

MR. FINLAYSON: Yes, I get your point, sir. We, like you, sir, have no figures.

THE CHAIRMAN: But we are getting figures, as you know.

COMMISSIONER STEWART: Yes, we are getting figures.

MR. FINLAYSON: I would be very hesitant to make any comment.

COMMISSIONER STEWART: Since you make a definite recommendation here, and you have made the statement that they would be financially better off, I wondered if you had any facts to give us.

MR. FINLAYSON: No, we are going on a certain basic premise that there are two kinds of cost involved, unquestionably -- one is production of the programme and the other is the network station operation, and all the things that air that programme.



THE CHAIRMAN: Is that station operation, though, necessarily a cost -- might it not be a profit?

MR. FINLAYSON: Mr. Hammond wants to -- try this one.

MR. HAMMOND: It is very difficult to talk about methods where you do not have the details to support your point of view. Our view is that the CBC, if it is considered as a programme production agency, could still fulfil the requirements of a national service, as Mr. Finlayson has described it, that it could produce as many or as few programmes as its budget would permit -- it might be decided, for example, that a variety programme consisting of dance group and a vocalist is not something that the CBC should spend money on, but that they might spend their money in producing programmes that would not otherwise be produced in the commercial systems. So that in its smallest form, spending the least amount of money, the CBC would be producing basically the minority appeal programmes which would become available to the audience through their purchase of time on private stations. If there were many millions eventually to be spent, they could get into the extravagant American type of variety productions. They could, if they wanted to, commission complete operas, but our point is that in this arrangement the Government -- that is the people -- could decide how much money could be spent in these







At the present time it is impossible to know -- I don't know how you will arrive at the answer.

COMMISSIONER STEWART: I think first of all we have to arrive at an interpretation of Section 8 of the Act in which they say:

"It shall provide a national broadcasting service."

What does that mean?

MR. COYNE: Oh, surely -- if I may interrupt at this point -- in this sense what Mr. Hammond is suggesting is that if the CBC produces a good deal fewer programmes it would need less money, but what you have suggested in your brief -- I don't think you have as yet substantiated it, and perhaps you don't want to try to on consideration -- is that if they get out of the advertising business and thereby lose that element of revenue, whatever it is, and at the same time pay for air time on private stations, which they do not now pay, and therefore incur an additional cost, then in that situation the charge of the CBC to the taxpayer would go down.

COMMISSIONER STEWART: Well, I thought give perhaps you might/us a guess since you know your own station costs.

MR. HAMMOND: That would be a very large guess, indeed.

MR. FINLAYSON: I should think it would be extremely misleading. We are in the unfortunate



position, like a lot of other people, we don't know too much -- we know something about this thing and we are only trying, as it were, to open a few doors through which the Commission might be able to peer.



COMMISSIONER STEWART: I was hoping you would pull the door wide open so we could see.

MR. FINLAYSON: Mr. Hammond would like a chance to try to pull the door a little further.

MR. HAMMOND: I would like to try again. We get to the question of whether it is a national service, this is the nub of the matter, I think. I do not know offhand how many hours a day the CBC is deriving service on television, but let us assume it is from four until one, nine hours; let us assume they are broadcasting nine hours a day, just for argument sake; now, can you have a national service with two hours, could you have a national service with four hours?

THE CHAIRMAN: I do not think you need develop that further; it is obvious you can save money if you buy but I understand Mr. Finlayson was putting the point that you would save money by abandoning station operations.

MR. HAMMOND: Well, you save it both ways.

COMMISSIONER STEWART: You say both ways; is the cost going to offset the saving or be greater?

MR. HAMMOND: You cannot avoid the costs, this is certain. I think our point is that at the present time the CBC is producing or broadcasting and having it transmitted across the country by reproduction and kine and so on and so forth, the kind of programmes that would be available whether or not the CBC were in the national broadcasting field. That part of their service





adds nothing to the total broadcasting picture, and if they concentrated on those things which might not otherwise be produced and did not try to broadcast so many hours a day, less public money would be spent. Now, how much ---

COMMISSIONER STEWART: By a reduction of service?

MR. HAMMOND: Not a reduction of service to the listener, reduction of the CBC time in providing a service which is also available or which would also be available ---

MR. COYNE: And another premise, of course, is the assumption that there are a good many other programmes that would otherwise be produced?

MR. HAMMOND: Yes.

MR. FINLAYSON: Quite right.

COMMISSIONER TURCOTTE: But you might leave the CBC, then, the non-profitable field; they would have to buy time.

MR. FINLAYSON: We are not restricting them in any sense.

MR. HAMMOND: We have suggested both extremes, if you like, that the CBC, if they are to operate a national service, should be competitive with it, with the private stations, and be completely commercial and have really stiff competition with the private broadcasters. Mind you, they are not subsidized, it must be fair competition. On the other hand, if this is not desired then let them



produce those things that cannot otherwise be produced.

COMMISSIONER TURCOTTE: They would not be produced because they would not be profitable; is that it?

MR. HAMMOND: The Metropolitan Opera, for instance, is a profitable thing for CFCF. Now, whether or not it is profitable for the Pepsi-Cola Company we have to let history decide, but they have continued to sponsor it over a long period of time. Let us not try to answer questions that we do not have the experience to answer.

THE CHAIRMAN: Mr. Finlayson, I think we must get on. Would you like to add anything further to what you have said or what is in your brief?

MR. FINLAYSON: I do not think we can add very much, Mr. Chairman, except that I would rather like to go back to this business of the separate regulatory board, which I would gather from the press and other ways has been the subject of argument ---

COMMISSIONER STEWART: We can confirm that.

THE CHAIRMAN: You can believe the press.

MR. FINLAYSON: I would like to feel we have made a good case in principle. I have said that I do not think the present arrangement is reasonable, I do not think it is possible for them to be applied fairly and equitably, and I



am just wondering if we have given you enough on that subject. I feel, as I said earlier, there are two broad things we are getting at, and really all we are talking about in all of this is, what is a good programme.

COMMISSIONER STEWART: It does not seem to me there is anything in the regulations which says you have to produce a good programme.

MR. FINLAYSON: No, it does not.

COMMISSIONER STEWART: Are there any specific parts of the regulations to which you take exception? Let us forget for the moment the question of the second regulatory body; are there any parts, any particular parts?

MR. FINLAYSON: Yes. May I try an analogy?

COMMISSIONER STEWART: Yes.

MR. FINLAYSON: Let us think of the field of television and broadcasting as a ball park, a playing field, Molson's Stadium up here. Technically and otherwise you can reasonably define the perimeter of the ball park and then we can put in some cross hatching which shows the policy "Thou shalt keep thy frequency and not be libelous and slanderous, and vulgar" -- the Criminal Code. But, I am not a football player so I do not know some of the names, but you know what I mean; they have the twenty and fifty yard lines and so on, and





those are the guiding principles by which the game is carried on. The referee is guided by whether a man went across the line or whether he did not go across the line, but I am afraid what we are trying to do here in Canada in this field is play a much more complex game than football without the clarity and simplicity of the lines on the ball field. The reason we are doing that is that we have a great mass of all kinds of lines going in all kinds of ways, different colours and size and directions, and some twist inward on themselves, and great confusion has occurred as a result of that.

THE CHAIRMAN: Did you ever look at a football game?

MR. FINLAYSON: Sure, once in a while.

THE CHAIRMAN: There are a lot of other rules besides lines; there is a rule you can only have three downs and you cannot stay too long in a huddle, and you cannot stay too long giving an advertising message.

MR. FINLAYSON: There have been other rules at different times but it does not stay put.

MR. COYNE: The analogy is interesting, but if one looks specifically at specific regulations, the number of regulations existing today which specifically restrict your individual or direct your programme content, we have had, and I put it to you, an absolute minimum. There is some regulation that restricts the amount of advertising?

MR. FINLAYSON: Yes.



MR. COYNE: There is some regulation that says that certain hours of the day you cannot put on reproduced programmes, it does not say what you must put on, it says you cannot put them on in the form of reproductions. Now, beyond that, I think Mr. Stewart's point is how at the moment and in specific terms are you restricted or controlled as to your programme content by regulation which you wish to see removed.

MR. FINLAYSON: I am going to let my bow-tie friend answer that.

MR. HAMMOND: You used the words "minimum regulation",

MR. COYNE: Did I?

MR. HAMMOND: Yes, I think you did. I take it from this that your position is that we have only those regulations which you require for order in the broadcasting field in the common interest?

MR. COYNE: No, I am just looking at the specific regulations and reading what they say. That was the substance, I think, if I am correct, of Mr. Stewart's question. To what extent, for instance, does the Corporation regulate political broadcasts, to what extent do you think that governs or controls your programme content? Does it affect fifty per cent of the programmes you put on the air or thirty per cent or two per cent? How significant is this control?

COMMISSIONER STEWART: I think we



should say, at least I would want to add here, that the question has been asked in a great many centres and I think the only objection we have had apart from the fact there is a certain amount of redundancy in the regulations, was against these political broadcasts, but so far we have not had anything else that you could tie into it.

MR. FINLAYSON: I am afraid I am going to have to go back to my original point; if you will just bear with me a moment, I think you will see what I am driving at. Where Mr. Coyne used the word "minimum", now, what is the purpose of this regulation, this governing of political broadcasts? Is it effective, does it perform a real function, is it a good regulation?

MR. COYNE: That is not my question.

COMMISSIONER STEWART: No, but that is what I would like to find out.

MR. FINLAYSON: Just stick with me a moment. There was a regulation that was in force for a long period of time prohibiting spot announcements after seven-thirty and on Sundays. It was an arbitrary regulation, it existed for I do not know how many years and was enforced and then it was removed.

COMMISSIONER STEWART: That is all right, they saw the error of their ways.

MR. FINLAYSON: All right. Now, in relation to Section 6 governing political broadcasting, is it possible that they may see the error of their ways, to use your own expression,





and drop this regulation, too. I feel personally that the regulation is unnecessary. Now, I am not going to make the categorical statement that it is unnecessary because it is something that no one individual can decide.

MR. COYNE: It is a perfectly valid point of view but it is not the question which has been asked you. The question is simply, to what extent in broadcasting today are you restricted as to the production of programmes as to what you can put in the programmes, as to a choice of programmes? I am not asking you a question respecting any principle or any personal views as to what the regulations should be.

MR. FINLAYSON: I am not a broadcaster in the sense that Mr. Hammond is.

MR. COYNE: Neither am I.

MR. FINLAYSON: So I might get led into error here, but I do not understand, and I believe the regulations or derivatives from it make it mandatory that there should be no political broadcast within forty-eight hours.

MR. COYNE: That is a poor example, because I think it is in the regulations and it is called a regulation, but in fact it is a matter of statute and is in the Act.

MR. FINLAYSON: But what I am trying to get at is, whatever it may be I fail to be impressed with the necessity for a politician wishing to direct his ideas to his constituents being restricted to that extent.



MR. COYNE: I can understand that, but out of broadcasting time of the year how much does that affect your programming?

THE CHAIRMAN: Is this a summary of what you are saying, that you objection to regulation in principle rather than to the fact that there is any prevention by present regulations

MR. FINLAYSON: No, no, sir -- Mr. Hammond wants to --

THE CHAIRMAN: We are not talking about regulations dealing with programme content and the like, not licensing regulations or network regulations, which are in a different category.

MR. HAMMOND: We are not talking about network regulations?

THE CHAIRMAN: No, I am talking about the point Mr. Finlayson was making, which was control of programme content, which he said was a bad thing. Now, I say, what regulation today is restricting you from doing something you would like to do?

MR. HAMMOND: Well, we get into the network proposition immediately. We are restricted in the activities that we might carry on in the broadcasting field by the regulation that prohibits us forming networks without CBC regulation.

THE CHAIRMAN: Let me ask a question with regard to that; what has this to do with an independent regulatory body? Would you not, or might you not, get precisely the same regulations from an independent regulatory body or



tougher ones?

MR. HAMMOND: Yes, I can believe that an independent regulatory body could promulgate a regulation that I would not think was a good one, but we would have the opportunity of arguing our point of view.

THE CHAIRMAN: You have it now, have you not?

MR. HAMMOND: That is what we are trying to do, that is why we are here.

THE CHAIRMAN: Before the Board of Governors.

MR. FINLAYSON: We have no appeal from their decision.

COMMISSIONER STEWART: Have you ever made application for network facilities?

MR. FINLAYSON: Let me tell you a story, Mr. Stewart, and I think this will elicit a great many things. In the early 1920's we were participants in a network operated, of course, by private stations, and it stretched from Halifax to Windsor. I believe that the section from Moncton or thereabouts eastward was not quite so encompassing, the use was not as great from Moncton to Windsor. When the CRBC was formed we were asked to vacate that network, and, of course, all the other fellows at the same time. We have since been told, of course, many times that private stations would not create such networks, but we did create them, and I suggest if we had been





allowed to continue on our way that we would have grown into a trans-continental network.

COMMISSIONER STEWART: Yes, but here you have a regulation which is permissive to the extent that they can license or they can give you the right to carry a network. My question is, have you ever applied for it?

MR. FINLAYSON: No, but I am going to try to answer you. We were deprived of the first network, which was not an encouraging thing. Then, in the late 1920's, and I would be hesitant about naming the exact year, we went to New York and we made an arrangement with the NBC which at that time had two networks, the Red and the Blue, and we brought both of them to Montreal. The reason for bringing both of them was we wanted to have the greatest possible selection, and it seemed like a good idea to NBC, and so at this time it was arranged. For many years, many, many years, we entertained with both. But, after a period of time, the Red Network became the predominant one, that is to say, it seemed to have a majority of the outstanding shows on it. I do not mean that the Blue was bad, but the Red seemed to gain public favour. One bright day in 1937, I think it was the 11th of August, the CBC approached us and said, "We want the Red network in Montreal." We protested as vigorously as we could, but with no effect. We asked what the quid pro quo would be for the injury done to our body politic incorporate and economic as a result of this, and



we were told there was none, there was no quid pro quo. The simple fact was that the Administration of the day wanted the Red network on their station and not ours. Remember, we both served Montreal, there can be no question of service of the public. There was no recourse, we got the impression at that time that there was nothing whatever we could do about it.

COMMISSIONER STEWART: There is no doubt about it; you had good reason to complain. That is in 1937. Now, coming up to more recent times, have you applied for network facilities?

MR. FINLAYSON: No, but let me state that the point is, Mr. Stewart, and let us think of our body economic, let alone all our other apparitions, we suffered a grievous hurt by arbitrary decision of our competitor. Now, I take this point of view, having been twice scarred we are not likely to go back and be scarred again, or have our heads eliminated. We can stand only so many of these operations. I think, though I have not answered your question in a direct sense, I think I have given you a very clear example of the fallibility of the present system of regulation and competition, and what I hope is a good reason, if not an emotional reason, why we have not gone back and applied for another network, and particularly when in the meantime we have been waiting for eighteen years for an answer to a television station. What encouragement is there for enterprise to proceed and try to develop this



country under these circumstances? Now, this happened a long time ago, one event in 1932, I would guess's, and the other in 1937.

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We have pretty well healed the scars but the wounds are still on our souls, and I think that perhaps this illustration which I am bringing out will serve to answer, first, why we feel it is unfair to the CBC and to the private stations to put the CBC in the position they are in. I don't think you can properly discharge the responsibility of getting the best programme on your station with the fact that you may be able to coerce your competitor in releasing it to you. That, to me, is completely incompatible with the philosophy under which I am instructed we are trying to live. So, it is the fact that we have not gone back and asked for any network, but what encouragement have we had? Very little is the answer, I am sure you will have to agree. So, we have not, Mr. Stewart, but we have not for the simple reason we have been mentally impeded. Perhaps we are at fault; maybe we have not been strong enough men, but I think it is quite clear that we have good cause for our present situation.

COMMISSIONER STEWART: You have given a good illustration, anyway.

THE CHAIRMAN: We came in fresh this morning and we seem to have had a lot of questions to ask you.

MR. COYNE: I have no further questions, Mr. Chairman. All the points I had in mind have been raised.

THE CHAIRMAN: Thank you very much. We may take your suggestion, Mr. Finlayson, and if we want further information from you I take it you will



be prepared to give it.

MR. FINLAYSON: We are very much at the service of the Commission, and I would like to emphasize that we have tried, and I hope we have succeeded, to be restrained here because we don't believe there is any purpose in any other course of procedure, and we have a very great admiration for government officials and officials of the CBC and many others, and our whole purpose here is to try to help the nation move forward by giving you the benefit of our experience, and we would like to feel we can go on and on and on cooperating with governments and Royal Commissions and the CBC and private competitors and others, and I think I am on reasonable ground in saying that as nearly as human beings can approach it there is no malice in our hearts. We regard this as a public matter, and it should be lifted above prejudice. I would like to assure you that anything we have said that may have sounded critical of situations or individuals was based on the fact that you wanted the facts brought out, and we hope we have brought them out. We are not out to destroy anybody; we are not out to undermine anybody. We feel we must go forward, and, in our view, we feel the only way that can be done is in the way we have suggested. We are very grateful to you for listening to us and we would have liked to have gone on longer.

THE CHAIRMAN: So would we.

MR. FINLAYSON: By the way, Mr. Chairman, I have another chart here, which is not quite so meaningful, but it shows the breakdown.

THE CHAIRMAN: Thank you.





THE CANADIAN ASSOCIATION OF UNIVERSITY TEACHERSAppearances:

Prof. K.F. Hare

Prof. F.R. Scott

Prof. K. Gallard

Prof. F.S. Howes

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THE CHAIRMAN: I think we will start the next brief; it is that of The Canadian Association of University Teachers; Professor Scott and Professor Gallard. We will mark your brief as Exhibit 190.

---EXHIBIT NO. 190: Brief of The Canadian Association of University Teachers.

THE CHAIRMAN: Mr. Scott, I apologize for keeping you as long as we have, but it was an important discussion we were having, as you could see, and I thought you might find it worth while for us to open the presentation and resume after lunch, adjourning at some convenient point after you have gone on for 10 or 15 minutes.

MR. HARE: Mr. Chairman, if I may say a few words before Mr. Scott takes the floor: I am our spokesman; technically speaking, I am the leader of this delegation, but I am much the least qualified. I happen to be a member of the executive of this body. Time has moved on, and our brief was prepared by our predecessors. So, I am the credentials of the committee, but nothing else.





May I introduce first, starting from the left, Prof. F.S. Howes, who is a former president, a long time president, of the Canadian Association of University Teachers, and he is very knowledgeable in the field of radio. The secretary of the association during Prof. Howes' office was Prof. J.R. Gallard, who is on his right, and Prof. Scott is my predecessor as president of the McGill branch of the association, and Prof. Scott was chairman of the committee who actually investigated this question and wrote the brief which was presented to the executive. I am Prof. K.F. Hare, president of the McGill branch and a member of the present executive of the association. From here on I would like to suggest Mr. Scott act as our spokesman.

THE CHAIRMAN: Thank you Prof. Hare.

MR. SCOTT: Mr. Chairman, members of the Commission, I may say this brief was prepared first in Montreal and then submitted to the national executive of the national council of the Canadian Association of University Teachers as well as to a number of the executives of local branches and received their approval, and it is therefore offered in the name of the Canadian Association of University Teachers. This association is a national body representing the teaching and research staffs of Canadian universities and colleges. It was first established in June, 1951, and today has affiliated with it fifteen local staff associations at the following universities or colleges:



British Columbia	Carleton
Alberta	McGill
Saskatchewan	Montreal
Manitoba	Laval
United (Winnipeg)	Sir George Williams
McMaster	Dalhousie
Toronto	Memorial
Queen's	

The membership in these local associations totals approximately 2,000.

The Canadian Association of University Teachers maintains contact with similar organizations in Commonwealth and other countries, both directly and through affiliation with the International Association of University Professors and Lecturers. It is in touch with the United Nations Educational, Scientific and Cultural Organization through the intermediary of the International Association of University Professors and Lecturers and assists the latter body in collecting materials for certain studies sponsored by the United Nations Organization.

The purposes of the association, as set out in its constitution, are "to promote the interests of teachers and researchers in Canadian universities and colleges and advance the standards of the profession". Its prime interest is in the work of the university teacher as a member of a great profession, and, in consequence, it is concerned not only with the conditions of work and the development of universities, but also with the general problem of education and culture in the largest sense. The opportunities for education in a university are largely conditioned





by the general cultural level of the nation, and everything which affects the public taste and which operates as an educational influence in society has a direct bearing on the teaching profession. For that reason our association has a very special interest in the work of this Royal Commission and in the future development of broadcasting in Canada.

Radio and television are the most important means of communication developed by man since the invention of printing. They are available, in the home, for as many hours a day as the individual wishes to spend listening or viewing. No effort is required from the listener and, after the initial outlay, little expense. Broadcasting is thus an almost frighteningly powerful force in moulding the social, political and cultural character of a nation. Nothing can prevent it having a profound influence upon our way of life. The issue at stake is that of deciding how the people of this country may assess the impact of broadcasting and how they may control it so that it may serve the widest national interest.

The Massey Commission (see Report of the Royal Commission on National Development in the Arts, Letters and Sciences, p. 276) came to the conclusion that broadcasting may be regarded in one of two ways. Firstly, it may be treated primarily as "show business" closely associated with large-scale advertising. Secondly, it may be regarded as a social influence too potent and too perilous to be ignored by the state which, in modern times, increasingly has assumed responsibility





for the welfare of its citizens. This second view of radio operation assumes that this medium of communication is a public trust to be used for the benefit of society, in the education and enlightenment as well as in the entertainment of its members. This does not mean that entertainment should be considered unimportant, but simply that it should be assigned its proper significance within a wider social framework.

The United States has chosen to leave the exploitation of radio and television principally in the hands of private business. There are those who urge that Canada should, to a substantial degree, adopt the American system. But there are compelling arguments which apply with special force to this country on technical, economic and social grounds, which indicate that broadcasting should continue to take the form of a national system under public control.

Radio and television are, for technical reasons, not capable of being thrown open to free competition. The number of wavelengths available limits the number and strength of stations operating in a given area. This, by itself, means that the industry must remain in a state of what the economist calls "imperfect competition".

The organization of major programmes on radio and more particularly television is so costly that no single station can hope to provide full scale professional entertainment. Therefore, the selection and presentation of such shows must fall either to large-scale organizations (networks) with control over local



outlets, or to film producers. Indeed, for financial reasons, it is most unlikely that more than one English and one French TV network would ever be able to provide entertainment rivalling that of the American networks. The choice before the Canadian people, if they want Canadian programmes, is between private monopoly and public monopoly.

The CBC is sometimes criticized for concentrating its programme production in Toronto and Montreal. A private network would be even more strongly compelled to concentrate its studio equipment and producing and performing talent in the main centres of population. Parenthetically one may observe how large a proportion of U.S. radio and television programmes originate in either New York or Los Angeles. This concentration will increase as more TV programmes are made on films since Canadian film production can never rival the American.

The CBC is charged with the duty of expanding its national coverage as widely as possible. Private radio and television can operate only where the number and concentration of people are sufficient for advertisers to be interested in supporting programmes. The inhabitants of remote and dispersed areas need and desire radio and television more strongly than those who live in the large cities. The decision to establish will depend on the market for advertised goods, not on the demand for broadcasting. Such listeners or viewers do not buy entertainment from the radio or TV station, and, therefore, have no means of making their demands effective.





The more ardent partisans of private radio sometimes talk as though the listener or viewer directly controlled the nature and quality of programmes. This claim will not bear close analysis, because in fact the connection between the audience and the show is extremely complex. Often it involves the following: business firm, advertising agency, show business agency, network, program producer, performers and audience. The ultimate decision rests with the source of the money - the sponsor.

Only certain businesses wish to sponsor major radio and TV programmes, and these are the businesses which benefit by mass advertising. These businesses are all in imperfectly competitive markets. That is to say, their success depends only partially on the quality and price of their product, and very largely on making the product's name known to large numbers of potential purchasers. Thus it is a strange cross-section of the nation's business which assumes final control of our entertainment - producers of soap, gasoline, cosmetics, stomach powders, automobiles, branded foods and household equipment.

These sponsors are, of course, concerned with the sale of their products. They want, not necessarily a large audience, but an audience of potential consumers. Thus the product and the audience become associated: beer and boxing, sentimental romance and detergents, baseball and razor blades.

For the sponsor the programme is a vehicle for an advertising message. The programme must be good





enough to dissuade the listener from trying another station. It is desirable to please the whole audience a little rather than to please some of the audience a great deal. At peak evening listening hours, to judge by U.S. experience, it is necessary to have programmes on all stations designed for the whole family. These may well offer a choice between a Western, a detective play, a give-away show and a comedy series. The sponsor's normal model of a programme is short (half an hour), varied within narrow limits, intended either to amuse or to thrill and to make no demand for thought or concentration. The talk, or lecture, other than a news or sports commentary, finds little time available during peak listening hours.

The sponsor and the network measure success in terms of audience ratings. These ratings measure the number of persons within ear or eye-shot of a radio or TV set. The programme may be used as a background for playing cards, drinking or making love, but those whose minds are taken up with their primary activities are counted as part of the audience. In other fields of show business the "consumer" gives a positive indication of the degree of his preference. He will pay \$5 to watch ballet or opera rather than 75 cents to see a movie. The listener or viewer, on the other hand, has no such means of revealing the intensity of his choice. Above all he has no means of showing how much he would be willing to pay to have no advertising at all.



Under the system of commercial radio and television all stations are trying to attract the same audience. Thus the existence of several outlets does not mean that a wide range of tastes and interests will be reflected in the programmes produced. A minority, which has a valid claim to a reasonable share of peak as well as "off" broadcasting hours, is likely to be ignored. A system of public broadcasting, through use of multiple channels, can adopt a policy catering to special audiences. The CBC Wednesday Night programmes are an excellent example of such a policy. It must not be assumed that only "highbrow" interests are concerned with special programmes for minority audiences. For example, under private broadcasting the coverage of sports other than hockey, boxing, football and baseball has proved meagre. There are many enthusiasts for minor sports who would welcome some attention to their special interests.

There is no economic reason why the sponsor or the network should be concerned with the development of our cultural life. Cultural activities and experiments are of interest, at first to a very small minority and only later, if at all, attract a mass audience. To remain vigorous and healthy a culture must grow or it will atrophy and become perverted. In the mid-twentieth century the mass media, radio, television and the cinema, have come to dominate our cultural life. If their doors are closed to new ideas the effect will be most serious. The Massey Commission reached a clear conclusion on this matter. "It is, we





think, the function of the national radio," the Commission said, "by patient and bold experimentation, to open to the general public new and hitherto untried sources of enjoyment." (See report, pp. 299-300).

Canada has two cultural systems, and the record of our history makes it plain that each has a right to strength and development. Because of the size of the market and the availability of skills, it will always be relatively easier and cheaper to produce programmes in English than in French. Many French-Canadians, especially in the large centres of population, speak English. Thus the advertiser could cover a great part of French Canada by programmes in English. It is certain that a commercial French network would lack the financial means of competing in professional and technical standards with other parts of North America.

Most Canadians live in a narrow strip of territory lying immediately north of the U.S. border. In many areas they are able, by direct reception, to receive American programmes. The situation is reciprocal, and no objection can be raised. But while Canada remains an independent state, it seems of vital importance that its own radio and television should reflect aspects of Canadian political, social, cultural and economic life. If selection of programmes were to be determined on a purely commercial basis, American domination would be almost complete. This is not to say that Canadian audiences prefer American programmes. We believe the contrary to be the case. But the major American networks have an audience of 165 million to serve and the resources of





Broadway and Hollywood to draw upon. The growing use of films will still further strengthen Hollywood's influence. These programmes will be produced, in any event, and the prospect of a Canadian sale offers a marginal extra profit. The Canadian sponsor will buy a professional show with internationally known stars and pay only a small share of overhead and production costs.

THE CHAIRMAN: Would that be a convenient place for us to break, because I really want to have you continue your presentation after lunch as a foundation for our questions, which is always easier if we move through it.

MR. SCOTT: I think so, Mr. Chairman.

THE CHAIRMAN: If that is so, we will adjourn until 2.30.

--The Commission adjourned at 1 p.m. until 2.30 p.m.



THE CHAIRMAN: Mr. Scott, Mr. Turcotte will no doubt be here in a moment, but I think you might just as well proceed with the brief because he will pick it up from there. You had reached paragraph 19 on page 7.

MR. SCOTT: Yes, thank you, Mr. Chairman. We had just made the point that the Americans produce their shows anyway and they can put them into Canada at a very small cost because of the small margin of profit it is a problem we are faced with all the time.

THE CHAIRMAN: It is not unique as far as programmes are concerned?

MR. SCOTT: No, it is the same problem that we have in many other aspects of our national life.

The preceding paragraphs have been based on the assumption that Canada must assert the primacy either of private broadcasting or of public broadcasting. It is sometimes argued that a public system could compete on equal terms with private enterprise. In fact there is no such possibility in Canada. The CBC is charged at present with certain responsibilities, which include the following:

- (a) Extension of coverage to areas where commercial operations would not be profitable.
- (b) Promotion of public information, political broadcasts, talks, etc.
- (c) Education in its widest sense.



- (d) Cultural development.
- (e) Providing opportunities for Canadian talent.
- (f) Providing adequate services for French-speaking audiences.
- (g) Reducing advertising to a minimum level of interference with programme content.

If the CBC were to abandon these duties it might be placed in a position to compete with private radio.

If it were to adopt this course there would be little point in maintaining it as a public body and it could be sold to commercial interests. For

reasons already stated, it is extremely doubtful if more than one English TV network could survive in Canada except as an outlet for an American system or for American films. If the CBC retained all or

some of its special responsibilities, it would not be able to compete successfully for advertising revenues and would require assistance from public funds. This would not lead to free and fair

competition, since one system would be subsidized and the other not. It requires little imagination to see that the next demand by private broadcasters would be that the CBC should confine itself to those areas and programmes where commercial interests felt they could not operate at a profit. And thus would be established the primacy of private over public broadcasting.

The following section shows short quotes from the Massey Commission and your previous statement on national life regarding the idea of a single





national broadcasting service, with which I am sure you are quite familiar and I do not think it is necessary for me to read them. Our point is that we wholeheartedly support the fundamental national policy which was laid down first of all through the establishment of the national broadcasting in Canada. that this should be conceived of a single national operation in which the private stations had an important part to play, but only as part of the total single service. They are there in the sense of principal and agents, being agents to carry out these public policies in those areas where the CBC perhaps does not wish to enter, and as we say at the top of page 9 these private stations are sort of subcontractors of the air.

If the purposes of the national broadcasting service are to be fulfilled the relationship between the CBC and the private sector must and should be that of principal and agent rather than that of equal competitors. We believe that has been the established policy of Canada, unbroken until the present day and then we give these quotations starting with the Aird Commission in 1929 and which has been unanimously followed ever since and we think that to continue this of course carries an important matter of principle about which we have heard a certain amount this morning, leading to conclusions with respect to the regulatory body which we will come to later, that the regulatory board may have some point when you



are trying to regulate two people on a common basis but you don't regulate the relationship between principal and agent.

May I now turn to the section No. 4 on page 11 with respect to financial arrangements.

THE CHAIRMAN: You are skipping these quotations, are you?

MR. SCOTT: Well I think the quotations merely brought out our thoughts, that this has been the national policy ever since the foundation of the CBC and we believe it to be a good policy and our Association is wholeheartedly behind its functions, but, we emphasize that this talk of competition is wrong in theory and in principle. We are not dealing with ordinary commercial competition between two firms manufacturing the same product, but we are dealing with the position of the decision of the Canadian people taken back in 1932 when they were seeking a national policy for the well-being of Canadians in respect of radio and now television. There is an overall government policy laid down through the CBC Board of Governors and the private stations are leased by that body because they can help to carry out this policy. Every time a private station is licensed it is carrying out the national policy but they have no relationship of competitors. They have the relationship of the principal and agent.

THE CHAIRMAN: Now you use the words two firms dealing with the same products. Would



your organization go as far as saying that if this analogy of principal and agent was not strictly the position in law, that you would at least say that two participants are not engaged in providing the same products to the people of Canada?

MR. SCOTT: Yes, oh, yes, they are not engaged in providing the same products because it is the policy of the national body to allow them to provide a product which the national body does not try to provide but this is nevertheless a part of our national policy.

THE CHAIRMAN: Yes. In your concept they are part of the national system but for certain functions?

MR. SCOTT: Yes, for certain functions which the CBC Board of Governors believe they can best supply.

THE CHAIRMAN: You were not here a couple of days ago but that comes very close to one private broadcaster who says that in his opinion, the two elements were complementary parts of the same system.

MR. SCOTT: That is precisely our point of view.

COMMISSIONER STEWART: On the other hand, would you not agree that there is an element of competition, because there is no reason for the existence of either one unless they have an audience so that they are in competition for audiences, I would think.







MR. SCOTT: It is a fact that the existence of two branches of the single national service, namely the private and public sectors, gives a wider variety of programmes but, it is the same situation, if you will take the example that every man who publishes a book is in competition with every other man publishing a book, but it is not to be conceived of in the sense in which the word competition is normally used economically, it is a different sense in which you use it. There is an element of competition but not fundamentally of the same character as found in the pure economic field. Now as regards the financial arrangements it has been urged in the preceding paragraphs that the CBC should continue to bear the responsibility for the national broadcasting service as a whole. Parts of this service can be made financially self-sustaining through advertising revenues. Other sections must find other sources of income. The costs of radio and television will be borne by the inhabitants of this country either as taxpayers or as consumers. May we point out that taxpayers and consumers are the same people. The citizen is always aware of the proportion of his income that is consumed by taxes. But he is often unaware of the percentage of the retail cost of an article represented by advertising. There is thus a mistaken tendency to believe that commercial broadcasting is "free" to the listener, whereas public radio has to be paid for. There



is a similar tendency to believe that it is unfair to tax those who do not own TV sets to provide programmes. But the consumers of detergents or gasoline may be equally discriminated against if they do not own TV sets.

I don't believe that you will avoid this problem under either system.

THE CHAIRMAN: No.

MR. SCOTT: There are benefits that accrue to the general public from the national broadcasting service, irrespective of ownership of radio or TV sets. The raising of public taste, the development of Canadian talent, and the spread of information all contribute to making Canada a better place in which to live. No one complains that public libraries should not be financed from taxes merely because some elements of the population either buy their own books or choose not to read.

However, it is undeniable that the main benefit accrues to those who receive broadcast programmes. Since the system of licensing receiving sets is both difficult to enforce and irksome to the taxpayer, the most efficient and equitable means of raising revenue for the CBC would seem to be the present scheme of a tax upon sets and parts. Advertising revenue is a useful supplement to tax receipts, but the CBC should not be pressed to expand this commercial service at the expense of distortion of its programmes. Indeed, we feel strongly that the CBC has already



gone too far in introducing advertising into its programmes, and the commercialization of the air should be reduced rather than expanded. Finally, since there are the wider social benefits involved, a grant from general tax revenue should supplement other sources of income.

From the fact that the CBC is a single national system, it follows that any proposal to subject it to a regulatory body other than its own Board of Governors is wrong in theory and unnecessary in practice. As we have indicated above, the CBC does not "compete" with private stations; they are its agents to carry out part of the national policy. They must be kept in their subordinate position through the single control body, the Board. To create a new regulatory body is to imply that the private and the public interest in this field can be equated.

The central point of this submission, Mr. Chairman, is that Canada must have a national broadcasting service under public control, which should properly be financed from national public resources. In accordance with the unbroken tradition of the past twenty-five years, we believe there is a paramount necessity for a continuance of the CBC as a national broadcasting service to ensure the predominance of the public interest in this essential function of the modern state.

All of which is respectfully submitted.

Signed on behalf of the Canadian







Association of University Teachers.

THE CHAIRMAN: Mr. Scott, do you want to add anything to the brief at this time or do any of your assistants, or perhaps you would prefer to proceed directly to the questions.

MR. SCOTT: I think we may as well proceed with the direct questions.

THE CHAIRMAN: Perhaps we will get the same end result.

MR. SCOTT: Yes.

MR. COYNE: Professor Scott, on page 3 of your statement you state as a fact, almost as a premise, in paragraph 6, the number of wave lengths available limits the number and strength of stations operating in a given area. You were here this morning, I believe, and perhaps listened to Mr. Finlayson's comments on this subject in which he suggested that in effect, due to the fact that there are limited demands, whatever the limits may be, for channels and the potential technological development which he anticipates and which he believes is physically possible today, that is not so, that there is not in fact a limited number of wave lengths available in this sense. If that was so, would that alter in any way your view as to the necessity of the government or some public body playing a particular role in this field?

MR. SCOTT: No, Mr. Coyne, I don't think it would alter any of our conclusions in the light of what Mr. Finlayson said this morning,



if I understood him correctly, and he carried me into the technical field with which I am not really competent to deal, this might mean we have not quite phrased this portion of the brief with sufficient accuracy. I would think that it still remains true that in the television field particularly the number of channels is limited whether or not you could open these higher frequencies as was suggested this morning. It would seem to me there is still the possibility remaining. You have got to have a government policy on these points -- when these technological improvements come about it may be ten or twelve years from now and then we might need to look at the situation again. But there is obviously a limit to the number of channels available in Montreal and when we consider that we must divide these channels with the American stations as well as our own it would seem to me that this statement was justified.

THE CHAIRMAN: I see. Whether or not the technical limitation of the availability of the channels and wave lengths is correct, we have had a number of submissions which indicate that a limiting factor is the economical one.

MR. SCOTT: I was going on to say, sir, that that factor remains unchanged by the number of wave lengths.

THE CHAIRMAN: If you have an economic limit -- as I read this paragraph -- you end up with a limited number, maybe not as few as you



think, because of wave lengths or channels, but a limited number, which would still leave the industry in the state of what the economist calls an imperfect competition, or less than complete competition.

However, one point on which I would like to ask you a question, if I may, we have had it put to us a number of times that we have a medium or media of communication, and an attempt is made -- although we have reached no conclusions as to whether it will be successful or not, but an attempt has been made to compare this media with another well known media of communication -- the newspapers. The question is, of course, and of course we will have to study this problem, that it seems to be the general assumption that there should not be any control of the content of newspapers, other than by means of criminal law and the like and what is, therefore, the justification for putting controls on this other media in Canada <sup>where</sup> when, generally speaking, nobody would face up to the notion of putting controls on the existing media. In other words, what is the case for control in the one case when we don't like it in the other.

MR. SCOTT: Well, Mr. Gallard would like to answer this. Not that I do not have something to say on it but Mr. Gallard would like to say something.

MR. GALLARD: I would like to say this, Mr. Chairman, that there is, I think, an important difference between broadcasting and communication by







the printed word which is in a somewhat different class. When you consider broadcasting there is a medium of dynamic and somewhat ephemeral impact. In the newspapers after all you have got to read it to see what it is and on second glance you may have read it and consider that it is so much hog-wash. But with the media the impact is very much greater -- it is much more difficult to control before it happens and consequently, control over it in the matter of taste, and manner of presentation, and that sort of thing, is much more difficult. I think a very important section of the Election Act, was that which dealt with the broadcasting regulations which forbids political dramatized broadcasting. I think it is probably a case in point which arises from our own history because there was a good reason for that regulation in 1936. That was the dramatized broadcast, coming mysteriously out of the air, created an impression which, to unsophisticated people, certainly would have made an overwhelming impact which no typographical layout would ever duplicate.



Cold print, after all, has a limited and enduring effect which radio does not and I think that is one of the reasons why with its perishable and explosive impact one has to look at radio somewhat differently from the printed word.

MR. GALLARD: If the regulations of the CBC said what should be put into the programme in the way of ideas, if they said this party shall not and the other party shall speak, if they dictated the content in that rather than to provide a fair chance for all there may be some argument against. I think it should be developed where it would be dictatorial in its intellectual content. The kind of thing we prefer is one which I think the CBC has admirably fulfilled in giving a fair chance for a wide variety of use which the newspapers today do not provide. I cannot think of any better example of the danger of unregulated development of mass media than the newspapers provide and in some places, while I am not in favour of state regulation, we would be much better served if we could develop something of our own which has developed now in Great Britain. We have seen in the newspapers the same tendencies as in broadcasting, nothing must be said in the newspaper that will offend anybody at all because they do not want to offend the advertiser. Consequently you do not find anything in the newspapers, no expression of opinion that you get elsewhere. I think, I speak for myself here, the contrast between the variety of things you can find in the CBC and the almost total lack of variety



in the press is a very good argument for the type of regulation we have.

THE CHAIRMAN: As I said, we are all fortunate in not having to decide the same problem with the press. I think someone suggested to us something which may arise, it came to my mind because of something you said; is there a possibility of a distinction between the two media here, that is radio and television on the one hand and the press on the other based upon mere age. You used the development of a code of ethics or a code of tradition of some kind which conceivably leads to the retention of an editorial page for opinion. There are certain parts of the newspaper that are not for sale, is it a fact that these are very new things we have got that may have prevented the emergence of a tradition? Is there anything in this? This has been suggested.

MR. SCOTT: Well, the press started primarily as an opinion expressing form before advertising was developed and the advertising has changed the whole character of the modern press because it has a very long history as we know. I just do not think that media like radio and television expanding as rapidly as they have with all the problems as conflicting wave lengths and economic effects of the neighbourhood of the United States and others, we could not have authority, socially to have allowed private broadcasting an indefinite period within which to work out, if it was ever going to work out its own standard of ethics. It seems to me we were obliged to go into at the start and







that subsequent history has proven it is right, it was wise to do that and make some stand.

MR. GALLARD: Such regulations are negligible and do not require much trouble to enforce and suggest that a social conduct is developing and everyone knows what the rules are and oppose them but it was necessary to state the policy first.

MR. COYNE: Turning to a somewhat different subject, it seems from the evidence we have had before the Commission to be very generally accepted that it is a proper function of a public body at public expense to produce and distribute broadcast programmes which are of a serious or, if you will, a cultural nature. Again, speaking generally on the basis that these programmes have value and that they may not otherwise be produced, would you agree with that?

MR. SCOTT: I agree with that, yes.

MR. COYNE: Is there, in your view, any justification for a public agency at public expense producing light entertainment which has no particular value except as something which entertains people? Could a distinction be drawn between the two types of programmes when in one sphere of it the States has a proper role to play but not in the other.

MR. SCOTT: I can think of two reasons applicable to Canada; the first is that if the state does not provide these lighter programmes of entertainment a great deal of Canadian talent will not in fact find employment in Canada. The effect would be that the production of this type of entertainment will



almost all shift to the United States and we will not be able to maintain within our own country persons of talent who would prefer to work here and prefer to provide a type of entertainment that will almost always have some element of what you might call a Canadian outlet or background. These people would be lost to us. That is my first answer. For instance, last night I happened to look at TV as a preparation to coming to this Commission. What did I see? The last programme on channel 6 is quite an interesting film but where is the scene laid. The scene is the American Civil War and that is a most interesting period of history but it is inconceivable there would have been anything about Canadian history at that time because it is so much easier to get the American films and the production is so voluminous and so forth.

My second answer is, if we do not allow the CBC to have a wide variety of types of production, if it specialized only on what might be called the cultural -- though may I say there is quite a great deal of culture in light entertainment if well done and I do not want to appear to suggest there is some special brand of thing called culture which can be separated from light music or light opera or what have you.

MR. COYNE: It was a poor word but I could not think of a better one at the time.

MR. SCOTT: Well, "culture" has been made into almost an evil sounding word by the propaganda





of the private broadcasters and the CBC are called "the culture kids". I do not like the destruction of a good word for putting forth a good idea. Culture is a good honest term but I do not exclude from it a wide variety of programmes. If we do not allow the CBC to provide a wide variety of programmes, if the CBC were producing nothing but, for instance, the type of lecture I might give, there would not be that continuity of audience which I think they ought to expect and I think their whole operation is better off if they are allowed to enter that field.

THE CHAIRMAN: Are you saying in effect that in order to give the same more serious programmes of enlightenment you have to provide a sort of mixed thing that will hold your audience?

MR. SCOTT: That is one reason and the other reason is to hold the talent.

COMMISSIONER STEWART: I think you could further depending on whatever emphasis you put on the soundness of section 8 of the Act which says that the CBC shall provide a national service. That is something would be expected of them, do you agree with that?

MR. SCOTT: Entirely.

MR. GALLARD: The programmes which are loosely and erroneously called cultural are aimed at a series of minority audiences, otherwise they would get nothing whatever for them. But these programmes ought to be accessible to other people too and they should at least come in contact with them in order to enrich the





general broadcast fare and when they can be mixed in with a balanced diet of broadcast service the chances are that more people become aware of broader horizons than they otherwise would. Twenty-five years of national broadcasting in Canada has raised the level of musical taste.

THE CHAIRMAN: We had some reference to that in several places, I think Vancouver and Halifax to mention two, there was an actual improvement in public taste as a result of the function of radio in putting out good music. Well then, you do not agree that you merely try to give the public what they want because the public may not know what it wants.

MR. GALLARD: It is not something you can pick off the shelf like packaged cereals and the thing is to make it accessible in a groceteria manner and see whether they like it or not. If you hide it away on a restricted broadcasting service level for minorities most people who are not experimental will stay away from it.

COMMISSIONER TURCOTTE: And you say they would also acquire a taste?

MR. GALLARD: Yes, a taste is acquired, that is the purpose of education and that is the business we are in.

MR. SCOTT: So, if you take the CBC, if you insisted on them confining themselves to these cultural programmes it would be on the same basis as the BBC third programme and it has something of the quality of the national joke in Britain because it is vigourously segregated and the chance you will



hear the third programme played in any home is remotely small outside of the west end of London because it is a completely segregated programme.

MR. COYNE: For a moment, Prof. Scott, taking up the first part of your answer as to the necessity to retain in Canada Canadian talent, is there not a distinction that should be drawn between endeavouring to retain in Canada a concert singer or a serious dramatist, a serious writer for radio and at the other extreme the tap dancer, the crooner, concerning whose work, if you like, it's pretty difficult to find anything Canadian. A tap dancer in Montreal, I venture to suggest does not perform in any seriously different way from the tap dancer in New York. Should we be concerned to retain in Canada at public expense people at that end of the scale. I am not being derogatory.

MR. SCOTT: Well, I like tap dancers and I hope we shall produce them but I think they should have a chance to stay in Canada if they want to. I doubt very much if they would have any such chance if the type of programme was purely commercial because then we would have nothing but American tap dancers. I cannot think that that small percentage of entertainers rate very highly in the CBC scale of employment and I would simply think it rather an insignificant part of the wider problem and let the CBC decide how much of it they wish to employ. Do not forget there are people who can be both light and serious; this tap dancer may have some other rather finer quality or different at any rate





where he was otherwise employed and I would not like to exclude him from the possibility of serving the CBC just because that was his particular category. That is rather like dictating to a man what tie he is going to wear.

MR. COYNE: We heard about that this morning too.

MR. SCOTT: I think the CBC should pick the kind of programme and be free to do it. That does not preclude private stations, they should be allowed to do it not so much for what it gives but the fact it is an operations policy and which policy is sound.

MR. COYNE: Well then, going on for a moment to another somewhat different idea, assuming that a national broadcasting service or a public agency much along the present lines in its scope and extent and the amount of its distribution is desirable and if continued why is it necessary to extend control or regulation beyond the confines of that national service? In other words, the national service performed by the CBC and broadcast through its own station in part and through some private stations in part, what is the justification for extending the area of control and regulation beyond the scope of that service to unaffiliated stations, the station which may possibly develop outside the scope of that national service?

MR. SCOTT: Well, the main burden of our presentation is that we decided in Canada some 25 years ago to have the system of a single national broadcasting service in which there was, in a sense, nothing outside. We think that policy is sound, we





think that every time you allowed something outside to go up you are undermining and undercutting the concept of the national policy. And evidently it will happen in the course of time that the continuous efforts of these unaffiliated groups to acquire ever greater jurisdiction is going to cut down your national service. As a matter of fact, to me it is sad to reflect that we started off 25 years ago with a much stronger concept of the national service than we have now. We have licensed so many private stations and they have acquired so much power and such a great capacity to form public opinion, that is one of the main reasons we have had the frequency of these Commissions and Boards of Inquiry to look into the national service. It is not because of the representative people in parliament, it is from the interests who would make more and more money out of pulling down the national service. I am deeply concerned about these hearings every three or four years whereby we are committing ourselves to the destruction of the national service. I cannot believe that the degree of regulation which now in fact is imposed on these other stations in any way hampers their leading a full, rich, commercial life. I do not know the facts but I would think if you took an analysis of the income of the private radio stations you will find that it has done very well.

THE CHAIRMAN: We are doing that.

MR. SCOTT: They have done very well, we do not have to shed tears over their sad plight and when we restrain them to the slight degree we are doing



now I do not think we are asking too much of them. I do not know whether you had anything in particular in mind, Mr. Coyne, but I would be opposed to opening that up. I think there are times in Canada when the nation needs to have a particular message put to it and we can act as a people in this case and I think that can done now.

MR. COYNE: Prof. Scott, just one or two points arising directly out of some of the statements in your brief. In paragraph 10 on page 4 you are speaking of the influence of the audience upon the nature and quality of the programmes and you say:

"The ultimate decision rests with the source of the money -- the sponsor."

I just really want to ask you whether that is not perhaps an oversimplification of the fact that it is at least necessary to examine the motives which affect the sponsor in making his choice.

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MR. SCOTT: Well, he would obviously make his choice for certain motives and because of a certain analysis of program appeal, and so forth, that has been made to him, but he does make that decision. In other words, we have even in a private system always somebody who makes a decision. We cannot escape in society having someone make a decision. We merely put him in the chain of this complex situation, and merely filter this so-called choice --

MR. COYNE: But you don't pretend that the sponsor makes his choice on the programme which he, as an individual, happens to like?

MR. SCOTT: Oh no, he may conceivably make it on a programme he didn't like, on a particular point, if he had some special strong view on the effects of this programme.

THE CHAIRMAN: You are not meaning to suggest by that principle that the sponsor affects the detail of any particular programme?

MR. SCOTT: No, no.

THE CHAIRMAN: The words could carry that meaning.

MR. SCOTT: It is his guess as to whether it will have a wide command.

THE CHAIRMAN: It is more a choice of the category of programme?

MR. SCOTT: That is right.

COMMISSIONER STEWART: The time the sponsor can buy would have great effect?







MR. SCOTT: Yes.

COMMISSIONER STEWART: You would rather buy 8 o'clock at night than 11 o'clock at night?

MR. SCOTT: Yes.

MR. GALLARD: The peak listening periods are generally in the evening at a time when, naturally enough, commercial sponsors get the largest audience and therefore aim at the largest audience appeal. If all broadcasts in the evening were aimed at a maximum audience, it would be difficult to imagine that peak listening periods would contain very much in programming which would not have maximum audience appeal. The fact that Citizen's Forum and the national news, and so on, come in at peak periods means they come in at a time which may be a very profitable commercial time, and may be substituted for a programme having wide but rather thin interest.

MR. COYNE: In the next paragraph you refer to the types of business which predominate in the field of sponsorship on large-scale network programmes, and it might be taken to suggest that this was not a representative cross-section, and my question is, isn't it a fact that most of the large-scale manufacturers, in the United States today let us say, fall into one or other of those categories? It is not so strange a cross-section as perhaps you suggest?

MR. GALLARD: What was in our minds was that these are large-scale producers of consumer goods which are characterized by a few large firms in competition, where the characteristic is one of



differentiation rather than in the kind of programme produced.

MR. COYNE: Are there any other large-scale producers of consumer goods you can think of?

MR. GALLARD: Well, textiles and suits and things; it is a different kind of market in which there is a different kind of competition, and that doesn't figure very largely in this kind of sponsorship.

MR. SCOTT: The most astonishing thing there is that if anyone 25 years ago had said, who were the best people to be in charge of entertainment of Canadians through radio and television, no-one in his wildest dreams would have drawn up the list which, in fact, now is in control. We are faced with a factual situation produced by the play of economic forces in spite of having a national broadcasting service, but on what principle do soap producers and others do this? Are they trained to produce good entertainment? It is an astonishing concept of ideas, that it has emerged the way this thing has developed. They may say they get their ideas of what is good entertainment by going back to the people, but that brings up again how far their ratings represent anything but the roughest kind of guess. I would like to call attention to our feeling, how many people would like to have entertainment without advertising. I would like to see a test of that across both the United States and Canada.

MR. COYNE: I think you may have answered this question in reply to a question from Mr. Stewart, but in paragraph 19 on page 7 you are dealing with





competition and you say, "It is sometimes argued that a public system could compete on equal terms with private enterprise. In fact, there is no such possibility in Canada." You are speaking there strictly of economic competition, I take it?

MR. SCOTT: Yes.

THE CHAIRMAN: On that, I think I can see the argument that the CBC over its whole field, with the many things it has to do which are non-commercial -- and you list some of them here, and there are many others -- could not be expected to compete across the whole field, but when you are in the commercial field, when they are dealing with an entertainment which is of a character that can earn and win sponsorship, is there any reason why the CBC should not compete vigorously in that field?

MR. GALLARD: None whatever. The point we had in mind follows after this: that is, that if the CBC were able to compete vigorously by simply concentrating on commercially profitable programmes, it would no longer be fulfilling any function that could not be discharged by a private organization.

THE CHAIRMAN: I am putting it rather differently to you: you are saying over the whole area of operations the CBC can't show a profit unless it abandons some of its non-profitable operations, some of which you regard as being important. I am putting the much narrower question to you, and it is this: when they are in the commercial activity, is there any reason, in your opinion, why they should not compete vigorously?





MR. SCOTT: No, I don't think so.

MR. GALLARD: No.

MR. SCOTT: If they produce a lighter type of entertainment and offer it to private stations to use, private sponsors, that is in a sense, I suppose, a species of competition.

MR. GALLARD: The CBC can, as commercial radio in the United States does, develop light programmes on the sustaining basis, and they may pick up a sponsor and become a commercial proposition.

THE CHAIRMAN: And to take that specific example, that if they do produce a light entertainment programme which is capable of winning a sponsor they should stir themselves to get out and get a sponsor if they can?

MR. SCOTT: Yes.

MR. GALLARD: Which will then increase their revenue and reduce the strain on their resources.

THE CHAIRMAN: Or reduce the drain on the public purse, which is one of the things we have to think of.

MR. GALLARD: Yes.

MR. COYNE: Turning to the final section, Mr. Scott, on financial arrangements, in paragraph 22, you comment upon what you call a mistaken tendency to believe that commercial broadcasting is free, and you point out that taxpayers are also consumers and that consumers buy advertised goods: you are not suggesting, are you, that the whole cost of advertising is necessarily an addition to the net cost to the consumer of a product which he would receive that



much cheaper if there were no advertising?

MR. SCOTT: No.

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THE CHAIRMAN: It is not quite as simple perhaps as your summarized statement may seem to suggest.

MR. GALLARD: Not that simple -- the mass market provides an economical coverage, but at the same time every time I buy a tube of tooth paste I am paying for it at the cost of some entertainment which I may or may not appreciate, just the same as if when I pay my income tax I am also paying part of the cost of the CBC for something I may not particularly relish, but in either case the cost comes out of the public pocket.

MR. COYNE: Is it necessary to go any further than to say that it is an illusion to think that commercial radio is free -- would that be your point?

MR. GALLARD: Yes, that is the real essence of the thing.

MR. SCOTT: I think the other statement is basically sound also.

THE CHAIRMAN: Which other statement do you refer to?

MR. SCOTT: Well, that the consumer is in fact in buying something, contributing to the cost of advertising and that there seems to be an increasingly large portion of the price of his commodity which is taken up in the process of advertising.

MR. COYNE: Oh, yes, but I suppose you could argue, thinking in terms of the mass





market, the same analogy, if you didn't have the pleasure of paying the cost of the advertising and there was no advertising, you would be paying more for the same product in the long run because of the lack of development of the mass market.

MR. SCOTT: There seems to be a point at which the line crosses there -- I don't know.

MR. COYNE: Well, it is pretty theoretical, I agree.

MR. GALLARD: It is equally possible that it could be developed without advertising and broadcasting -- this is a side issue -- but it could be developed possibly through other media, as it was for example in the United Kingdom until recently with the introduction of the English television system.

MR. COYNE: Yes but is it not a fact that advertising has an economic value?

MR. SCOTT: We are not arguing with that at all but the cost of this total operation is going to have to be borne by the total community -- you don't escape that cost by having a private system, and you don't necessarily add to the cost of it by having a public system.

MR. COYNE: Well the cost is going to have to be borne -- the overall net cost will -- it is a theoretical point and I don't think it is worth labouring, Mr. Chairman. I would just like to ask one more question. You suggest on page 12 that advertising revenue is a useful



supplement to tax receipts -- but you feel that the CBC has gone too far and I just want to ask you whether you had any specific notion -- this is largely a question of revenue -- in other words the CBC goes further into the commercial field and they presumably get more revenue which they wouldn't otherwise have. Have you any specific ideas as to how much advertising there should be, or to what extent the CBC should sacrifice this commercial revenue that they are now enjoy?

MR. GALLARD: I don't think you can put it in fixed proportions -- the usual consideration is one of balancing alternatives -- that is to say if the CBC chooses to put on a public service programme at a peak listening period and that this involves a substantial sacrifice of advertising revenue -- there are a number of cases in the past when certain programmes such as Citizens' Forum were switched about during the week depending on the advertising commitments -- they try to save it for a good or decent listening period but other things being equal it may be moved from Thursday to Tuesday but perhaps it would be inconvenient for some people to listen to it.

But it is a question of balance every time when it is a programme in a peak listening period -- the consideration of mere revenues against some inconvenience or inaccessibility of its public service programme. This is a dilemma which is to a degree deplorable because this is the



point at which undue dependence on advertising revenue interferes with many of the purposes of the Corporation.

MR. SCOTT: And we don't only mean that the CBC in its own programmes has introduced too much advertising but in fact I don't think it can be doubted that the listener and viewer in Canada today is subject to more advertising content in programmes -- more spot advertising and that sort of thing -- than he was fifteen years ago -- at least that is the impression I had but I have <sup>no</sup> statistics, Mr. Chairman.

MR. COYNE: May it not also be true that he is also <sup>deriving</sup> more services -- is that possible?

THE CHAIRMAN: You mean longer hours?

MR. SCOTT: He has ---

MR. COYNE: Longer hours or better programmes -- the money is being spent for something, presumably.

MR. SCOTT: I should like to register a personal protest about having excellent programmes interrupted four times in an hour with some spot advertising, just at the peak point of interest usually with something about Brill cream or some detergent, and it is accustoming people to accept in Canada that they must take their entertainment in that form. In fact, if that were done in the legitimate theatre the public would walk out, but we somehow seem to be training the people in Canada







to accept the idea that that is all right because it is on the air.

COMMISSIONER STEWART: But on the other hand in the legitimate theatre you cannot hold the attention of the audience from the start to the finish. You have an interval where you go out and smoke or you have an ice cream or a whiskey or whatever you want in order to almost relieve the tension that the play generates.

MR. SCOTT: Well I think the interval has a value -- as a matter of fact the CBC has on occasion, when it has had an hour-long programme, given precisely such an interval but, you are not subjected in a theatre during that interval to private advertising slogans -- you talk about the play or the music and you meet your friends and relax and so forth but it is quite contrary on most of these hour-long CBC programmes today.

COMMISSIONER TURCOTTE: In the theatre, Mr. Scott, you pay for your ticket but of course TV you have free -- therefore someone has got to pay for it.

MR. SCOTT: Well we are suggesting, sir, that we would prefer to pay for it by means other than interrupting good programmes with the sharply contrasted notions of purchasing a commodity.

THE CHAIRMAN: Just one small point on that same page, Mr. Scott -- have you given any consideration to this tax -- at the top of page 12, upon sets and parts. We have had it suggested



to us that this particular tax is not efficient -- it may be equitable but it is not efficient because of the fact that the yield, by its very nature, is unlikely to bear any relationship to the requirements of the CBC for revenue. It is of course also suggested that when a lot of new television sets were being bought all over the place it was conceivable that the CBC got more money than it needed. In fact it did -- it has surpluses and now the lines seem to be crossing as the market becomes saturated and that does not seem to be related in any direct way to the requirements, financially, of the Corporation. I was just struck by your words "most efficient and equitable means of raising a revenue would seem to be the present scheme of a tax on sets and parts". I raise this question as to your use of the word efficient.

MR. SCOTT: Frankly, Mr. Chairman, when we discussed this brief this morning, before coming in here, I think we might rephrase that question a little differently now. We are well aware that this particular tax is likely to be increasingly inadequate to meet the needs of the CBC. I think our only argument is, for what it is worth, that it seems to us a fair type of tax. It is more equivalent to a man paying for his ticket as he goes into the theatre and we wouldn't like to see it abolished altogether, but we quite understand it has got to be supplemented considerably from other sources, though technological



changes may start a new wave of set buying at some future date.

THE CHAIRMAN: There was a notion mentioned I think by Mr. Stewart yesterday that we may be getting into some kind of stage with television sets in the same way as we have with motor cars when they would be changed every couple of years.

MR. SCOTT: Well we would not like to see this tax abolished altogether.

MR. GALLARD: It is likely to be a fairly steady form of income -- presumably it will rise when the changes in the gross national product occur, when that rises, and for an ordinary source of revenue it may not adequately provide but it will provide a fairly firm base. It is probably a bad financial practice though, to expect the corporation to finance its capital cost itself. That is to say, this amount of revenue, because they tend to come in uneven periods. In certain periods it may be that the cost of development is heavy and in others it may be mild, for technological reasons.

THE CHAIRMAN: I asked somebody yesterday a purely speculative question as to whether or not this tax is not from its very nature a capital type of tax, and therefore there might be some value in using these revenues for capital purposes rather than for operating purposes, because they are not tailored to the operating requirements of the CBC. This is something on







which we will want to question the CBC later.

MR. GALLARD: That would be possible if it were funded because the CBC's capital requirements really depend on whether it is heavily involved in expenses or not, although the tax itself will probably have a fairly easy payment, the expansion being paid for by the purchase of more sets and so on, but in that case, you would only balance over a fairly long period.

THE CHAIRMAN: Yes, it might have to be funded but that is something we will have to go into. If the idea has anything in it there may have to be some form of funding.

MR. GALLARD: Of course it couldn't be expected to operate within the fiscal year.

THE CHAIRMAN: No, of course not, no.

MR. SCOTT: May I make a purely personal suggestion. Observing over a number of years now, this constant debate in Canada about the nature of the CBC, I am impressed by the tremendous power to create public opinion which it seems to me the Canadian Association of Radio and Television Broadcasters possesses by the well known modern technique of developing public opinion -- it is an opinion industry.

The CBC is completely subject to public supervision. Everything it does can be looked at and so forth. I think it would make this battle of ideas more equal if the Canadian public knew exactly the income of CARTB -- how they spend



it -- how many editorials they send to the press -- what is the nature of this constantly occurring opinion which seems to be artificially manufactured or at least partially artificially manufactured. It may be necessary as the U.S. has found to make some sort of registration lobbies and things. I think it is a pity that we don't know more about this operation because I sense it all over the place and I speak with some knowledge of it because the Canadian Radio and Television League, which is an unofficial body formed in some of the rural areas, and which has produced I think a brief which has been presented before you, was subject to the most extraordinary attack by CARTB, almost as though it was a subversive organization, and if we are going to have a free exchange and battle back and forth I would rather get everything out in the open -- do you understand my point?

THE CHAIRMAN: I understand your point but I was going to ask you this question and I am glad you raised it on that subject. I can't see that there would be a natural tendency in any government corporation to be a little diffident in getting into the arena to fight out these ideas, but do you think it necessarily means that the CBC can't argue this out before the public?

MR. SCOTT: I think it has an opportunity to appear before Parliamentary Committees and so forth -- and it does -- but it cannot engage in this opinion-forming -- although it is often



accused of it, nearly as much as the private association does. It is this modern method which I think anybody concerned with free competition in ideas in our modern society, and we as teachers are profoundly concerned in it, recognize all the media that exists nowadays for making people believe that they think something which in fact you know they have hardly come to believe by any ordinary thinking process of their own. It tends to a conformity of view in society and there is a very growing danger.

COMMISSIONER STEWART: On page 3, Professor Scott, in paragraph 7 you state:

"Indeed for financial reasons, it is most unlikely that more than one English and on French TV network would ever be able to provide entertainment rivalling that of the American networks."

Yesterday Mr. Fowler read from the report of the Columbia Broadcasting Corporation which indicated that they spent -- I have two figures in my mind -- either \$7 million or \$10 million in sustaining or what you might call cultural programmes -- I do not know whether they did this from a sense of responsibility to the public or by reason of a lack of good entertainment to put over the air but, would that alter the opinion that you have expressed here if a certain amount of cultural entertainment were provided -- could there be a







second broadcast carried economically with a mixture of entertainment and culture?

MR. SCOTT: I do not know, Mr. Stewart -- I confess that is a thought which had not occurred to me -- and I am not sure how to justify any answer I would give to it. I think we are concerned here in paragraph 7 with the fact that the type of entertainment and the programmes we now have and the limited resources of Canada with respect to demand and finances and so forth -- it is our feeling that it is unlikely we would have more than one English and one French network that could compete with the American and I don't know that the fact that the Columbia System has spent so much money on these other programmes alters that view.

COMMISSIONER STEWART: Well do you feel then that economically we cannot afford two television networks -- would that be correct?

MR. SCOTT: Of the standard and the quality of the big American networks.

THE CHAIRMAN: And I suppose you could say that with 166,000,000 people they seem to be able to manage two and a half networks down there and we here have two networks now in Canada with only 16,000,000 people -- it is a question of whether the economy will stand it.

MR. SCOTT: That is what we feel -- twenty-five years from now it may be different.

MR. GALLARD: There is some doubt, I



think, which may be resolved soon -- as to whether the American economy can sustain three because until recently there were only two of them really operating and there was some doubt about the survival of a third -- and the possibility of aggressive competition -- but of course that is with 165,000,000 people.

COMMISSIONER TURCOTTE: Speaking of the French television network in particular, do you think that it could be supported economically in Canada on a private basis or do you think that it needs also public support?

MR. SCOTT: I think it would have a much greater chance of being supported on a private basis, while still retaining a considerable cultural element. For two reasons, first it would not be able to be subjected to the compulsion of taking programmes and shows coming from the United States of a different character and secondly, I think French Canada being a more self-contained community, and perhaps with a larger tradition of the cultural type of entertainment, it might -- I don't know -- but I would guess it would be more likely to succeed. After all is it not significant that 85 per cent of the French programmes are produced inside Canada and only 55 per cent of the English programmes are produced inside Canada?

COMMISSIONER TURCOTTE: Eighty per cent in French, I believe.

MR. SCOTT: I believe the CBC brief put



it at something like eighty to eighty-five per cent.

COMMISSIONER TURCOTTE: Yes, but with the growing knowledge of English among the French-speaking people here even the English network might be competitive with the French network -- it may be that the French network would not survive -- is that possible? In view of the fact that French Canadians really have a choice between the English and the French in many cases: I suppose of course the other question is that even if they are compelled to produce the cultural type of programme -- for the want of a better term -- on the French network, you still don't know whether it would survive economically?

MR. SCOTT: No. If it was on its own -- we still don't know.

THE CHAIRMAN: Well, gentlemen, we thank you very much for you most interesting and helpful brief and we appreciate your coming.

MR. SCOTT: Thank you very much, Mr. Chairman.





SUBMISSION OF  
CANADIAN PROTESTANT LEAGUE

Appearances:

Rev. W. J. Wellington

Rev. Henri Lanctin

Dr. Arthur Hill

Rev. J. R. Boyd

Rev. S. Wellington

Mr. James Younger (Solicitor to the League)

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THE CHAIRMAN: Our next brief is that of the Canadian Protestant League, the Reverend Mr. Wellington, and we will begin by marking the brief as Exhibit No. 199.

EXHIBIT NO. 199 : Brief of the Canadian Protestant League.

THE CHAIRMAN: Mr. Wellington - are you going to present this brief ?

MR. YOUNGER : No sir - if I may introduce myself, I am J. W. Younger, from Ottawa, solicitor for the Canadian Protestant League.

THE CHAIRMAN : I am sorry Mr. Younger, I didn't have your name --- are you presenting the brief ?

MR. YOUNGER : Yes. I have with me the Reverend Mr. Wellington - Mr. Boyd - Dr. Hill - The Reverend Mr. Lanctin and the Reverend Mr. Wilfred Wellington, as well as a number of other



persons who have either produced or are producing the French Protestant religious broadcasts, in fact I think we have with us today the majority of people who are producing or have produced French Protestant broadcasts in Canada.

THE CHAIRMAN: I don't know if you were present at the opening of the hearing this morning, but our procedure is to ask for the brief to be presented and they are not necessarily read in full, particularly the fairly lengthy quotations that may appear in them, because we have read them. Our desire is to get a summary of the points that you are making and then we will proceed to a few questions on those points.

MR. YOUNGER: By way of introduction, Mr. Chairman, the Canadian Protestant League is an inter-denominational organization with branches from coast to coast which has interest in the propagation of Protestant doctrines and the of Protestant consciousness among Protestant people. In addition to this brief being presented, Mr. Chairman, by the Canadian Protestant League, I may say that it is supported by a large number of religious organizations who are represented here today -- the Christian Brethren of the Province of Quebec -- the Conservative Baptist Association -- the Mission, which is a Baptist Mission operating under the Maritime Convention of the Baptist Church -- the Fellowship of Evangelical Baptists in Canada, and we also have



the support of the Reverend Mr. Badet of Saint John's Church in Montreal, who unfortunately could not be here today due to the meeting of the United Church Conference in Windsor -- the Reverend

Now, just drawing your attention, Mr. Chairman, to one typographical error which appears on page 1 of the brief in the second paragraph, where it was stated that according to the ninth census taken in 1951 the population of French Canadians listed as non-Roman Catholic stood at 154,000; this should be 144,000.

THE CHAIRMAN: There is another typographical error in the first paragraph, too! Mr. Younger, where you talk about this as being a panel of experts.

MR. YOUNGER: Well, we wanted to get in on the right foot, Mr. Chairman.





Summarizing what is said in the brief without reading it in full, I might say in connection with the French Canadian non-Roman Catholic population, the purpose of putting that paragraph in the brief is to indicate that French Protestant radio broadcasters are serving a large constituency in the Maritime provinces, the province of Quebec and some of the western provinces and, of course, in northern Ontario. It is significant that the number of French Canadian protestants has increased very substantially over the past few years and we believe the rate of increase is quickening. Between the census of 1931 and 1951 the French Canadian population increased by 79-1/2 per cent as against an increase for the total French speaking population of only about 46 per cent. As a matter of fact, that rate of increase is proceeding even more rapidly, we believe, than that would indicate. It should be borne in mind too, of course, that while the vast majority of French speaking Canadians give their religion to census takers as Roman Catholic, there are a great many people who were baptized as Roman Catholics who are now really non-Church people.

COMMISSIONER TURCOTTE: Are those included in the 144,000?

MR. YOUNGER: No sir, the 144,000 is only the people who gave another denominational connection to the census takers. I understand one of the Cardinals of the Roman Catholic church a few years ago said there were 200,000 people in Montreal alone who were lost to the Roman Catholic church because while they gave their religion as Roman Catholic they did not actually attend services in the church.



So, there is even a larger constituency which may be reached by Protestant broadcasts than is indicated even in those figures. In the fourth paragraph on page 1 we draw attention to the facilities that are provided for religious broadcasts in the French language in a typical week. I might say that the week which was selected was not selected with any ulterior motive, it was simply an average week at the time this brief was prepared and an examination of Radio Canada in any week that I have examined would indicate approximately the same number of hours given to various Roman Catholic agencies. I have examined a few since this brief was put into my hands and I find that every week is approximately the same. We draw to your attention the fact that the Protestant churches are completely unrepresented on the network time. There are no French Protestant broadcasts as against those 6-1/2 hours afforded to Roman Catholic agencies. We realize, of course, that is only CBA.

COMMISSIONER TURCOTTE: Six and a half hours here?

MR. YOUNGER: Yes, sir.

COMMISSIONER TURCOTTE: Per week.

MR. YOUNGER: Six and a half hours, yes, that was in the week of March 17th to March 23 of 1956, 6-1/2 hours. The other week, I think, after checking are 6, or 6-1/2, in that neighbourhood. We realize, of course, that is only the CBA programming but in addition to that over private stations there would have to be taken into consideration whatever





time was given free or time purchased by various religious organizations whether Roman Catholic or Protestant. But, of course, it is difficult to secure accurate information, that would depend on the local station. I am informed in some communities there is rather a substantial amount of time given by local stations to various Roman Catholic orders for broadcasting. Whether that time is paid for or not I cannot say, but the discrepancy between the time given or purchased by Roman Catholic agencies and that purchased by Protestant agencies may perhaps be even greater than is indicated simply by an examination of the CBA schedule.

COMMISSIONER STEWART: Could you give us any idea of the amount of time given to the English Protestant groups by CBA? I take it CBA is a CBC station.

MR. YOUNGER: That is the French network.

COMMISSIONER STEWART: Well, it belongs to CBC, does it? Well, could you give us any evidence of the amount of time given over all CBC stations for English Protestant broadcasts.

MR. YOUNGER: Do you mean in the same area?

COMMISSIONER STEWART: Yes, in the same area. You are saying now that CBA is giving 6-1/2 hours a week, I think?

MR. HILL: I have a little information of the drawback where there is a French speaking and also English speaking station. On the English





speaking station there are about 7 hours of broadcasting for the Roman Catholic congregation there, at least, for that one church and I should say about 12 hours in English for the Protestant groups entirely.

COMMISSIONER STEWART: Would that be a CBC station also?

MR. HILL: No, that is a local station that accepts CBC programmes but I have no idea of the overall figure.

MR. YOUNGER: I do not think we have any actual figures on that. Then, if you suggest, Mr. Chairman, since you have already read over these various statements which are included in the brief and formed a major part of it, I won't read this in full. It is self-explanatory and most of the persons who submitted these statements are present here today and are willing to substantiate anything that is said there. I might point out one thing that while those statements are undated they were all actually given to Mr. Wellington over whose name the brief is presented immediately prior to the preparation of the brief in the spring of this year.

I might add one thing to those statements to indicate the nature of the difficulties which French Protestant groups encounter in purchasing time from local stations. For obvious reasons I cannot use the name of the person involved or the place in which his radio station operates but a certain radio station operator on being approached



by a reputable Protestant denomination which had been conducting radio work for some time for purchase of time with his station stated that he could not permit them to broadcast over his station as he had received representations from the St. Jean Baptiste Society, the Knights of Columbus and had been told by the Bishop of his parish that if he permitted Protestants to broadcast on his station he would be excommunicated. That is amply true and can be substantiated but for obvious reasons I do not want to tell the man's name.

As we say, we have no quarrel with the presentation by Roman Catholic orders or the Roman Catholic church of their point of view. We realize in a country like Canada where there are two great religious affiliations that it is only proper that each should be afforded an opportunity to express their own views to their followers in the faith and trying to propagate the faith among those who are neglecting Christian duties. We do not quarrel at all with the fact that free time on the CBA network is afforded to Roman Catholic organizations, we have no quarrel with Roman Catholic organizations purchasing time on private stations. Our only concern is the French speaking Protestants should be afforded the same privileges in proportion to their numbers, that station managers of private stations should not be subjected to external pressure to prevent their selling time, available time to Protestant organizations and that if free time is





to be provided on a network basis that a proportionate amount of free time should be provided for French speaking Protestants.

In view of those considerations we have come to the recommendations in the brief and I would like to make a few comments on those. I would not want the Commission to feel that in regard to the first recommendation that the Canadian Protestant League is pushing itself forward in any way. All we are really meaning to advocate in that first recommendation is that there should be a religious advisory council representing the Protestant groups who are actually engaged in French work and interested in radio broadcasts in French to look after this matter of regular Protestant religious broadcasts in the French language. I understand that while there is a religious advisory committee at the present time that it concerns itself, as least as far as the Protestant members are concerned, entirely with English broadcasts and what we are advocating is something along the same line for the French network. We feel that there should be some assurance that the persons appointed to any such committee should be representative of denominations who are actively engaged and interested in religious broadcasting in French. On the second recommendation we may say that the figure inserted was a minimum of 15 minutes which is a bare minimum. That figure was simply arrived at by taking a rough





approximation of the non-Roman Catholic French population and taking that proportion of free time afforded for Roman Catholic religious broadcasts on the network, but certainly 15 minutes is not a sufficiently long time for any religious broadcast.

COMMISSIONER STEWART: You are making there a comparison on the amount of time given to one as compared to the other. That is why I asked the question in the first place as to how much time is given to the English Protestants on English networks. That would be most helpful to us in thinking this thing over if we could find out that figure and then we could find out whether the relative times were correct in relation to the population.

MR. YOUNGER: I can appreciate the value of that figure, Mr. Stewart, but we simply do not have it.

MR. WELLINGTON: The question, Mr. Chairman, at stake is a matter of obtaining time for broadcasting French Protestant services. We did not have in mind any comparison in the time which is allotted to Protestants and Catholics in English, we are taking a comparison of the time allotted to Protestant and to Catholics in French. We are talking about getting broadcasts in the French language which is entirely non-existent on the network basis.

COMMISSIONER STEWART: I have difficulty in thinking of this as to whether it is a linguistic proposition or a religious proposition.



MR. WELLINGTON: Well, it is both.

COMMISSIONER STEWART: Yes, but how do we weigh it?

MR. WELLINGTON: Well, we have pointed out that there is a large proportion, a large percentage or a large minority group of the French people who are non-Roman Catholic and, therefore, the radio being a public service it should be open to those who speak only French and yet are not Roman Catholic. They ought to have that service to them which is at present being denied to them both on the network basis and in many, many cases the local stations. I think Mr. Boyd who has presented part of this brief could give you some instances of the principle involved.

MR. BOYD: Do you want further comment on that now?

COMMISSIONER STEWART: No, since you have not got the figures in front of you I do not know that any commentary is necessary.

MR. YOUNGER: I do not think we are in a position to comment any further.

MR. BOYD: I have here a book called Radio Time which gives a list of all the broadcasts here but as Mr. Wellington has pointed out, it is not a matter of giving the privilege in English to Protestants and to Catholics in French. We are interested in reaching the French people in their own language and the privilege of presenting our message to them in their language is very, very rare.



COMMISSIONER TURCOTTE: Do you know how these 144,000 are distributed over the country?





MR. WELLINGTON: Well, we would have to study that.

COMMISSIONER TURCOTTE: Would it be that many of them are out of reach in any case?

MR. YOUNGER: No, I would think not. There are quite a few of them in northern Ontario and northern Quebec in the mining towns which can be reached by the radio from Timmins, Sudbury and similar centres. Mr. Boyd is actively engaged in that work and knows exactly what radio stations there are there. There is also a large group in the eastern townships which had been reached by radio programmes from Sherbrooke, but Dr. Hill's programme has been recently cut off in Sherbrooke, as his letter in this brief indicates. He is unable to get time even though the time which he formerly had is now occupied by recorded music, and he is unable to purchase that time.

COMMISSIONER TURCOTTE: Those are private stations?

MR. YOUNGER: Yes, sir.

COMMISSIONER TURCOTTE: Can you see any way whereby a private station may be compelled to carry any kind of programme if it doesn't wish to?

MR. YOUNGER: Only this, that some of the gentlemen who have been broadcasting and making applications for broadcasting time have been told that when pressure is brought to bear to cut off a French Protestant broadcast and refuse them time that if it were possible for some counter pressure



to be brought on him he could tell these pressure groups working against the French Protestants he was having pressure brought on him from another source, particularly if it was a source connected with the CBC. It is a not matter of forcing a station manager to take a programme he disapproves of. Many of the station managers have no objection to the programmes. As Mr. Boyd says, he has never had any trouble with any programme which he has carried -- never had any complaint about it, and never committed any infraction of the regulations. Very often the manager says we would like to put the programme on, we need the revenue, and the time is vacant, but there is pressure brought to bear on us, which we cannot resist unless there is some type of counter pressure.

COMMISSIONER TURCOTTE: You are asking CBC to exert pressure on the private stations, and all over the country the private stations are complaining about the influence exerted on them and about the regulations set down for them, and yet those regulations merely indicate what the stations may not do, but never what they should do. It is purely negative -- "You may not do this and that. You will confine yourselves to so much advertising", and they are never told what kind of programme to carry.

MR. YOUNGER: No. Of course, I don't think there have been any particular complaints about vacant time, as it were. No doubt most station owners and managers would like to have that vacant time filled in, if possible, if it were not for certain pressures



brought on them.

THE CHAIRMAN: Isn't there another question here, Mr. Younger: you have made a calculation in this second heading of "Recommendation" that approximately 15 minutes a Sunday would be equivalent to the 6-1/2 hours allowed by CBA for broadcasts in French to Roman Catholics. You seem to be putting the idea that every group has a right to some kind of proportion. Supposing you only had 14,000 people; would you then be entitled to 1-1/2 minutes?

MR. YOUNGER: Well, that is just an arithmetical calculation. When Mr. Wellington was preparing the brief he felt he had to substantiate whatever time he put in in some way. Actually 15 minutes is the minimum radio programme and, of course, it is not really a matter of arithmetic. It has to be worked out on some more realistic basis.

THE CHAIRMAN: It also a question of how large a minority must be before it can be responded to by a broadcasting system.

MR. YOUNGER: Yes, all that was intended to be conveyed by that paragraph was that some of the free time available for religious broadcasts on the French network should be allocated to French Protestants. We don't say necessarily how much time there should be, but there should be some minimum amount of time if there are going to be free religious broadcasts. I think on the English speaking stations, generally speaking, programmes like Morning Devotions, I think the various Protestant







denominations which are at work in a particular area are able to work out the times between themselves. I might say one thing on that matter of free radio time, that as far as most of the churches engaged in French Protestant religious broadcasting are concerned, they would be much happier to purchase time, although we know the present CBC regulations do not permit that, on the CBC stations. They would be happy to purchase time and have everybody purchase their time, and each denomination could take the time it felt was beneficial to the denomination.

THE CHAIRMAN: Up to an amount. You would probably still have to ration it because there may be greater demand than time available.

MR. YOUNGER: I don't think the churches have that much money available.

THE CHAIRMAN: Well, there may not be the time available.

MR. WELLINGTON: I think the principle at stake here, as we pointed out, is that there seems to be a feeling that the use of the French language for religious programmes should not be confined to one particular sect or group. That has been the feeling generally amongst those who are doing that type of work in the French language, and anyone who attempts to preach a doctrine which is not the same as that which is taught by the Church of Rome is stepping out of place. Actually speaking, I don't see that is legitimate, and there are multitudes



of people who are anxious to hear broadcasts that are of a nature such as our men are broadcasting. They should have that privilege: that is what I mean. We should have it on the network basis, and if there is any way in which the CBC can exercise any influence at all upon the local stations to curtail this infringement of rights we would like to see something like that happen, otherwise we are finding that local stations are making use of public facilities for expression and formation of thought out of line with the general principle of broadcasting, the idea being that only one particular religious group has the right to circulate its doctrine in a particular language. If that were so, say the Baptists or the United Church or the Anglicans had the policy which is now in vogue on French stations, I would feel that some way should be found on the part of CBC to try to correct that wrong. I feel surely there is some way in which we can have that wrong redressed.

THE CHAIRMAN: As you are perfectly clear, all of you, this is a very specialized point within our inquiry. I think there might well be some debate as to how it falls within our terms of reference. With every sympathy for your desire to have it dealt with, we will have to consider that as our first point, but what it may come down to is that you are suggesting that it may fall within the licensing and control of broadcasting and television stations



in the public interest. It really amounts, as Mr. Turcotte says, to a suggestion that CBC should exercise control over the private stations in connection with the acceptance of this type of offered business.

MR. YOUNGER: Yes. The Canadian Protestant League feels so long as radio in Canada is regarded as doing something in the nature of a public trust, that minority groups whether they be minority religious groups or whether they be minority groups of music or drama lovers, as we heard in the last brief, that their particular wants should be satisfied by that public instrument.

THE CHAIRMAN: Well, it may be that the total wants are so great that there is no time available for them. There is some point which the minority must reach before it can be responded to.

MR. YOUNGER: Yes. I would point out, Mr. Chairman, it has been the experience of these gentlemen who have been engaged in French Protestant religious broadcasting that they cannot even secure time which is free and unoccupied time, on Sunday mornings for example. The Rev. Mr. Boyd informs me that within the last two months he has written to eight radio stations in northern Ontario and Quebec attempting to purchase time and he has received negative replies in every case, even though he has left it open to the station manager to select the time -- preferably on Sunday -- some time that was free, and has offered to purchase it, and in each case he has been turned down. Similarly with Dr. Hill's broadcast, when he was taken off the air no







programme replaced his. It was simply a matter of the disc jockey.

THE CHAIRMAN: Is this based, you suspect, on pressure exerted against the private station operator from French Roman Catholics to prevent French speaking Protestants having time on the air?

MR. YOUNGER: We know that to be true, Mr. Chairman.

MR. WELLINGTON: Precisely.

MR. BOYD: In several instances where we have approached the management, they have been very friendly; some of them I know quite well personally, and they have said to me, "We should very much like to sell you the time but though we need the money, pressure is such upon us that we just cannot afford to do so so far as French language is concerned." I have correspondence from some of the stations here in Quebec that have offered me time for English broadcasting of our same message, but they have said, "The English audience is about 2 per cent of our population", and I have said, "Well, all right, I will take the time for it in English if you will also sell me time for French", which, of course, amounts to saying, "I will pay you double time for the French."

COMMISSIONER TURCOTTE: Was that in areas where there were many French speaking Protestants?

MR. BOYD: A certain number. We have heard from a good number through correspondence, through visitation who have requested it.



COMMISSIONER TURCOTTE: But there are French Protestant churches in the community?

MR. BOYD: Yes.

THE CHAIRMAN: Well, we may have an opportunity to ask some of the private broadcasters their views on this problem and get the other side of the question, or their views on it.

MR. BOYD: I think you will find that they will confirm what we have said.

MR. LANCTIN: May I answer Mr. Turcotte's question: having been a missionary in the eastern part of Quebec, of New Brunswick and the Maritimes, I felt the need of broadcasts from the northern part of New Brunswick because we had there at that time, and at the present time too, four little missions without pastors. I went to the radio station in Edmunston and I laid the case before the manager and he examined the broadcasts -- I had some recordings with me -- and he said, "I wish I could put them on, but if I do, then I am out of a job I sympathize with you and your people; they are unchurched and uncared for, but I can't do anything for you." This is an instance of our little French Baptist churches within reach of that station, without a pastor. This is our problem.

THE CHAIRMAN: Well, as I say, we may have an opportunity of inquiring about this further in our investigations and I want to thank you for coming and bringing your brief to us and presenting it so clearly.

MR. WELLINGTON: Mr. Chairman, would it be



in order for me to mention one other thing. I am from the city of Hull, working in both English and French, in both Ottawa and Hull. There are two or three other churches interested, and their meetings are in French, and we have tried to secure time on all the local stations. As you say, they are private enterprises and I presume cannot be forced, as far as I know, at the present time -- or could not then be. I went to see the manager of the CBO and it was suggested to me that since the Hull station broadcasts all the CBC French programmes and that CBO does not handle any of them <sup>it is not</sup> that I go over to Hull and see if I can fix some time on the Hull station. I was willing to do everything I could to help out and help those who desire to hear the Gospel as we know it in the French language, and made application to the Hull station. As you know, it is owned by the Oblate Fathers. My application was not even replied to.

THE CHAIRMAN: That is one of the cases mentioned in the brief?

MR. WELLINGTON: Yes. I was wondering, Mr. Fowler, if something could not be done to provide, even on the CBC station in Ottawa for the French Protestants or those who desire the Gospel in the French language.

THE CHAIRMAN: Thank you very much for giving us your explanations and coming here.

---A short recess.







THE SUBMISSION OF STATION CKAC,  
MONTREAL.

PRESENT:

Hon. Philippe Brais, C. R.

M. Phil Lalonde, Gérant.

Mr. L. Spencer, Directeur technique

M. Louis Belanger

M. Jean-Louis Gagnon

THE CHAIRMAN : Our next brief is that of Station CKAC of Montreal, is M. Lalonde going to present the submission to us ?

M. BRAIS : Mr. Chairman, first of all, I have a little to say. M. Lalonde will present the brief or such portions of it which will go before this board, but we had this roughly sketched out a short time ago and I am not sure what happened exactly - I should know this - but the translation might be modified slightly. It had been done by some independent person and I thought it might be useful to put down some of the few controversial terms, which I did, but that does not appear in the original brief. I would feel happier, and I believe we would all feel happier, if this brief were the one which was read.

THE CHAIRMAN : Well why don't we mark this brief Mr. Brais, as the final document to which we should refer?

M. BRAIS : I would appreciate that.

THE CHAIRMAN : I notice one that is different - in the brown cover -- this is apparently in both French and English.

M. BRAIS : And the exhibits.



THE CHAIRMAN : Yes, well then we will mark this as exhibit 192 and we will be pleased if you will read the other one.

M. BRAIS : There is nothing important but we would be a little happier if we could refer to this one.

THE CHAIRMAN : Thank you - then if you would like to proceed M. Lalonde.

M. LALONDE: Mr. Chairman, if it is agreeable to you I had thought of reading it in French and possibly M. Brais and myself and our colleagues here this afternoon could answer any of your questions in English afterwards.

THE CHAIRMAN : So far as both Mr. Stewart and myself are concerned - we will be able to follow you in French while it is being read, and that will be perfectly satisfactory.

However, when it comes to the questioning we will be able to follow your answers if you prefer to speak in French, but you will not mind if we put our questions to you in English as we do not feel we can trust our French enough to put our questions to you in that language.

EXHIBIT 192 :        Brief of  
                         Station CKAC, Montreal.



M. PHIL. LALONDE: Si vous permettez, monsieur le président, je lirai maintenant le résumé de notre mémoire.

Monsieur le président et messieurs les Commissaires, Nous prenons pour acquit que vous connaissez bien le poste de La Presse et que vous ne nous accuserez pas de présomption si nous omettons d'exposer un long historique de CKAC qui a pris une part si considérable dans le développement de la radio, depuis sa fondation en 1922.

CKAC a présenté, en novembre 1949, à la Commission Royale d'Enquête sur l'Avancement des Arts, des Lettres et des Sciences au Canada un volumineux rapport, dont nous annexons six copies. Le Poste de La Presse s'est toujours maintenu au rythme du développement progressif de la radio, dans tous ses services, et à plusieurs reprises a été le premier dans divers domaines, selon les archives officielles de la radio.

Grâce à un personnel compétent chargé de la conduite de ses affaires selon les meilleurs principes de la profession, CKAC a toujours été chef de file et jusqu'ici (mars 1956) alors que le rapport a été présenté, c'est le poste le plus écouté du Canada, tel que mis en lumière dans un tout récent sondage radiophonique de la maison Elliott-Haynes (voir lettre ci-jointe).

Nous désirons souligner tout parti-





tulièremment l'histoire essentiellement canadien-français de notre entreprise, l'étroite collaboration de notre journal doué d'une solide position financière ainsi que l'intégrité d'une réputation enviable, le prestige et l'autonomie dont nous jouissons dans l'administration de ce poste.

Ce mémoire traite de trois questions:

1- La télévision et le milieu français de Montréal.

2- Pourquoi nous recommandons un organisme régulateur indépendant.

3- Notre appui en principe aux opinions mises de l'avant par l'Association Canadienne des Postes privés.

Selon les statistiques compilées par Elliott-Haynes et Teleratings durant la semaine allant du 11 mars au 17 mars 1956, on compte à Montréal et dans la région métropolitaine 352,400 foyers qui sont équipés d'un poste récepteur de télévision soit: 223,000 foyers de langue française et 129,400 foyers de langue anglaise. Ce qui veut dire que les postes récepteurs sont localisés, dans une proportion de 70%, dans le milieu canadien-français.

Curieusement, c'est le téléspectateur de langue anglaise qui cependant bénéficie d'une variété d'émissions parmi lesquelles il reste libre de son choix. Pour sa part, l'auditeur de langue française bien qu'il soit largement majoritaire doit



se satisfaire du seul spectacle présenté dans sa langue maternelle à moins qu'il ne soit bilingue.

Il découle de cette situation que l'auditeur canadien-anglais peut synthoniser soit CBMT, Plattsburg, Burlington ou Mount Washington, en tout quatre émissions différentes.

Bien que les statistiques révèlent que 70% des récepteurs sont localisés dans le milieu français ce n'est qu'une partie de la vérité car si l'on tient compte du fait que la famille canadienne-française type est plus nombreuse que la famille canadienne-anglaise, on constate que le nombre de télé-spectateurs de langue française dépasse, dans chacun des cas, celui des auditeurs d'origine anglo-saxonne au delà du double. Sans aucun doute ceci explique pourquoi, dans le domaine de la radio la situation est renversée, présumément au terme d'un examen de ce problème.

Dans le domaine de la radio, on a tenu compte de cette situation démographique. Montréal possède huit stations de radio dont cinq sont de langue française et trois de langue anglaise. Ce qui correspond assez bien à la proportion de l'un ou l'autre groupe. Mais, il y a plus.

Il a toujours été convenu que les familles canadiennes-françaises écoutent la radio plus que les auditeurs de langue anglaise pour diverses raisons et ce fait est établi par les spécialistes en



sondages et reconnu par les agences de publicité, cette situation est parallèle pour l'écoute de la télévision.

La province de Québec, il convient de le rappeler, est dans une situation qui ne se compare nullement à celle des autres provinces du Canada. Par voie de conséquence, nous ne croyons pas que le gouvernement poserait un précédent s'il autorisait la fondation d'une station privée de télévision pouvant répondre aux besoins légitimes du milieu canadien-français de Montréal. Partout ailleurs au Canada, l'auditeur peut faire son choix d'une variété d'émissions qui lui sont offertes par la télévision canadienne ou par la concurrence américaine. Seul le téléspectateur montréalais de langue française échappe à cette règle démocratique.

L'expérience acquise dans le domaine de la radio nous enseigne en outre qu'il existe un bon nombre d'émissions que les stations de la radio nationale ou d'Etat ne sont pas en mesure d'inscrire régulièrement à leur horaire; bien qu'il s'agisse de certains programmes considérés comme "service au public" ou d'émissions spécialisées ayant un caractère religieux ou concernant plus directement certains groupements comme, par exemple, les Chambres de Commerce. A plusieurs reprises, Radio-Canada a reconnu que ce type d'émissions est plus particulièrement du domaine des stations de la radio privée. Nous croyons, va sans dire, qu'il en va de même en ce qui concerne







la télévision.

Sans aller jusqu'à prétendre que ceci éliminerait tous les facteurs qui tentent à offenser la pureté de la langue et surtout le danger de l'américanisation auquel la population française de Montréal reste exposée, nous croyons qu'en acceptant l'établissement d'une station privée de télévision française on ferait partiellement échec à cette situation, surtout si l'on considère qu'il existe à Montréal six journaux français, dont quatre quotidiens et deux de fin de semaine, en plus d'une dizaine de journaux de fin de semaine de moindre importance et qu'il n'existe que trois journaux anglais. C'est là un fait qui doit donner infiniment plus d'importance à notre requête visant à l'installation d'un deuxième poste de télévision de langue française à Montréal.

C'est enfin notre point de vue que si, au moyen d'un referendum, les contribuables de Montréal et de la région métropolitaine étaient consultés à ce sujet, ils seraient quasi unanimes à favoriser l'établissement d'une station privée de télévision française administrée par La Presse, l'organe le plus populaire du Canada français.

La Compagnie de Publication de La Presse Limitée, propriétaire du poste CKAC, est certes qualifiée pour répondre de façon adéquate aux besoins du milieu français en matière de télévision.

En 1922, La Presse prit l'initiative



dans le domaine de la radio et les spécialistes reconnaissent volontiers que sa contribution au perfectionnement progressif de cet instrument d'information et de diffusion culturelle a profité éventuellement à tous les postes de langue française qui, par la suite, ont été fondés. Les services rendus au milieu canadien français comme la qualité intrinsèque de ses émissions ont fait du "pionnier des postes français d'Amérique" la plus écoutée des stations canadiennes comme le démontrait récemment une enquête scientifique de la maison Elliott-Haynes.

Il n'est pas inutile de rappeler que parmi toutes les initiatives prises par CKAC, la plus importante concerne la télévision.

En 1931, le poste de La Presse installa un transmetteur de télévision après avoir obtenu des autorités fédérales, en l'occurrence le ministère de la Marine, un permis officiel qui autorisait CKAC-TV à utiliser les lettres d'appel VE9EC. Ce permis fut prolongé jusqu'en 1934. Et à cette époque, La Presse avait engagé une somme imposante, soit \$50,000. dans l'aménagement de ce poste de télévision installé à titre expérimental. Depuis 1934, la direction du journal a renouvelé à trois reprises son intention de monter une station permanente de télévision comme on pourra s'en assurer en consultant les autorités concernées.

Le fait d'être associée à un journal



qui a l'importance de La Presse donnerait à la nouvelle station de télévision diverses opportunités et facilités dont ne pourrait bénéficier toute autre entreprise qui ne se trouverait pas dans cette situation. A ce propos, il serait sans doute approprié de souligner que la direction de La Presse est à construire un nouvel immeuble, qu'elle renouvelle présentement son équipement, et qu'il en résultera inévitablement une expansion susceptible d'élargir la clientèle et d'ajouter au prestige d'un journal qui déjà est "le plus grand quotidien français d'Amérique".

Du point de vue économique, il serait à souhaiter qu'on n'accorde qu'un seul permis de télévision française dans la région métropolitaine. Et ceci pour deux raisons:

1.- L'expérience a démontré que l'exploitation d'une station de télévision diffusant en anglais est plus économique parce que celle-ci dispose d'émissions sur films réalisés à l'étranger, plus particulièrement aux Etats-Unis et en Grande-Bretagne, tout comme elle peut puiser dans le réservoir relativement vaste des réalisations canadiennes de langue anglaise. Pour sa part, la télévision française doit suppléer à la pénurie d'émissions filmées d'origine étrangère par la réalisation de programmes en direct (live) forcément plus coûteux.

2.- Une station de télévision française







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devra aussi faire face à un problème de personnel. La télévision anglaise dispose d'un personnel déjà vaste, formé dans les stations qui ont été établies dans toutes les autres provinces, comme elle peut recourir aux spécialistes entraînés aux Etats-Unis ou en Grande-Bretagne.

Compte tenu de ces raisons, il nous semble qu'il serait raisonnable, sans s'exposer pour autant à la critique de qui que ce soit, de prévoir un stade d'exclusivité pour cette station de langue française afin qu'elle puisse stabiliser son économie tout en travaillant à la formation d'un personnel compétent.

Conclusions. 1- Le cas de la province de Québec, plus particulièrement celui de la région métropolitaine, est particulier. Montréal ne saurait être soumise aux restrictions qui frappent présentement d'autres villes canadiennes en ce qui concerne l'exploitation d'un poste privé de télévision. Par voie de conséquence, nous soumettons respectueusement aux membres de la Commission qu'on pourrait donner suite à cette requête sans préjudice pour qui que ce soit et sans que cette décision constitue un précédent.

2.- De même nous soumettons - et toujours dans le même esprit - que l'entreprise privée ait le droit de s'engager dans le domaine de la télévision et de travailler au développement de cet



art comme elle le fit il y a plus qu'un quart de siècle, sans avoir à subir les restrictions provenant de Radio-Canada, mais selon les règles établies par une commission de contrôle indépendante. Ce qui fera l'objet du chapitre suivant de notre mémoire.

Pourquoi nous recommandons un organisme régulateur indépendant: 1- Les tarifs de radio de Radio-Canada défient toute concurrence.

Etant donné que ce sujet a été discuté avec les autorités de Radio-Canada à maintes reprises, que nous en avons traité dans notre mémoire à la Commission Massey (novembre 1949) et que la loi actuelle ne nous reconnaît pas le droit d'appel, il semble logique de croire que seule une commission indépendante pourrait juger ce cas et d'autres, d'une façon désintéressée.

Nous allons sauter les chiffres qui suivent et passer aux conclusions, page 9.

En conclusion nous recommandons respectueusement:

1- Qu'un organisme régulateur indépendant soit institué pour régir les émissions radiophoniques et télévisées au Canada. Nous sommes d'avis que le système actuel est aussi mal fondé à l'endroit de la Société Radio-Canada qu'à celui des postes privés. Aucun organisme doit être placé dans la position de régulateur et concurrent. Il est



inutile de dissenter davantage sur cet état de choses déjà mis en lumière à plusieurs reprises, et trop bien connu de tous. Les pouvoirs actuels de la Société Radio-Canada pour régir ses concurrents sont sans parallèle avec ceux des autres organismes régulateurs au Canada et ne sont aucunement conformes aux principes démocratiques de notre pays.

2.- Qu'il soit permis aux postes privés, s'ils le désirent, de se constituer en réseaux sur une base permanente avec d'autres postes canadiens dans le but d'échanger des programmes, de réduire les dépenses de production et d'augmenter l'emploi d'artistes canadiens, parce qu'aucun poste indépendant n'est en mesure de supporter le lourd fardeau des frais qu'entraînent les grands spectacles dont la distribution est limitée.

3.- Qu'il soit permis aux postes de radio dans les principales villes du Canada qui ont des affiliations avec les réseaux américains de les continuer, parce qu'ils sont ainsi capables de présenter à leurs auditeurs des émissions de grande musique ou d'autres de non moindre importance pour les radiophiles.

4.- En somme nous appuyons en principe les points énoncés dans le bref de la Canadian Association of Radio and Television Broadcasters et soulignons que certaines de leurs demandes coïncident avec les nôtres.







M. BRAIS : There are some figures which come after that Mr. Chairman, and we are assured by the Commission that this will be read so, with your permission, Mr. Lalonde will pass right on to the middle of the next page.

THE CHAIRMAN : That would bring us down to the end of page 9 - the conclusion?

M. BRAIS : Yes sir. These figures Mr. Chairman - perhaps I should say that the reason for the divergence is because the private stations cannot contract beforehand for a set price for the telephone lines and when they do get a chain - a network - it costs them almost a prohibitive price. That is what is said, apart from the figures and that series of tables.

THE CHAIRMAN : Well now, there seem to be two main points in this brief, and one has as I understand it, to do with the licensing for a television station in Montreal and the second has to do with the independent regulatory body. These are the two main points. On the first one Mr. Brais, you realize that we, of course, in this commission, are not charged with the responsibility of the granting of licenses and therefore the question of whether or not La Presse should have a license or should not, is not for us to decide. We are, however, concerned with the question of whether the single channel policy which has been adopted up to now, should be continued, and this of course is a question of government policy.

M. BRAIS : The principal argument is whether somebody in Montreal could or could not do this.



THE CHAIRMAN :       Somebody.

M. BRAIS :       But it is the basis for  
everyone.

MR. COMMISSIONER STEWART:       We can  
only deal with you on the basis of somebody.

M. BRAIS :       I take it as such.

MR. COMMISSIONER STEWART :       Good luck  
to you.

THE CHAIRMAN :       Mr. de Grandpre  
are you taking this one ?



Me deGRANDPRE: Monsieur Lalonde, vous indiquez à la page 4, au deuxième paragraphe, que la situation dans la province de Québec ne se compare nullement à celle des autres provinces du Canada. Est-ce que vous pourriez nous donner des précisions quant à cette déclaration qui est assez générale?

M. LALONDE: Du point de vue de langue.

Me deGRANDPRE: Ca, c'est clair; mais à part cela?

M. LALONDE: A part ça, c'est que dans les autres provinces vous avez un très faible pourcentage de gens de langue française. Alors, le même argument ne s'applique pas.

Me BRAIS : Et le pourcentage à Montréal quant au pourcentage d'anglais, et vous avez un pourcentage d'auditeurs français à Montréal qui regardent et qui veulent regarder. On peut vous référer au Premier Ministre de la Province qui l'a expliqué beaucoup <sup>plus</sup> éloquemment que moi. Mais il y a une situation; on dit et on répète, et je crois qu'elle est acceptée aujourd'hui comme résultat de ce qui s'est passé au mois de juin, que l'on prend pour acquis que dans la province de Québec il y a un besoin de maintenir ses traditions, de maintenir sa langue.





Sans référer à ceux qui viennent d'être entendus, qui ont droit de présenter leurs vues et aussi au maintien d'une des religions qui est acceptée dans la province, je crois qu'il y a jamais personne qui voudra jamais prétendre qu'il n'y a pas dans la province de Québec une situation particulière qui existe en ce qui concerne le fait de la langue française. Et c'est érigé non seulement en monument mais presque à titre d'idéalisme.

Me deGRANDPRE: Quant au problème de la langue, évidemment, tout le monde semble s'accorder. Mais indépendamment de cette différence de langue, est-ce que vous croyez qu'au point de vue radio et télévision il y a une différence essentielle entre la qualité d'un seul canal dans une ville comme Montréal comparativement à une ville comme Winnipeg où on a une minorité collée sur Winnipeg, une minorité française, et qu'elle est à peu près aussi considérable que la minorité anglaise de Québec.

Me BRAIS: Je suis d'accord avec vous. Seulement, si vous ne vous êtes jamais assis et si vous n'avez jamais discuté du problème avec les dirigeants de Saint-Boniface, ils vont vous dire bien carrément et sans jambage de les laisser tranquilles dans leur patelin. Ils ont une loi en ce qui concerne leurs écoles, ils ont des règlements en ce qui concerne les écoles où les difficultés se développent toujours. Ils disent : "Laissez-nous tranquilles; on s'arrange avec nos voisins et si



vous voulez nous laisser continuer notre formule que nous avons adoptée avec nos amis de langue anglaise, nous n'aurons pas de difficulté" et puis je me plais à le dire; ce n'est pas quand nous arrivons à faire des comparaisons. Les lois sont différentes, les traditions sont différentes, parce que ce sont des gens qui sont arrivés dans ce pays avant --- il y a une partie des gens qui étaient là avant; la majorité anglaise était déjà là. C'est la différence, et ils vous disent, sans complication, de les laisser tranquilles; et leurs lois sont différentes. Seulement ils ont un *modus vivendi* avec leurs collègues de langue anglaise et si on ne touche pas au problème, là-bas, ils sont heureux et ils s'arrangent bien.

Me deGRANDPRE: C'est dans ce sens-là que vous dites que le problème est différent dans la province de Québec?

Me BRAIS: Il n'y a pas seulement cet exemple-là. Je prends votre exemple, M. deGrandpré.

Me DeGRANDPRE: On peut aller à Moncton.

Me BRAIS: Vous avez encore à Moncton cette différence, cette épine -- je crois que c'est un bon mot, M. Turcotte -- ou ce danger d'épine qui résulte des difficultés scolaires. Lorsque les gens s'occupent à chacun à tirer de son côté et là où il y a des minorités, il est toujours dangereux qu'une minorité s'exerce, et ceci à tort ou à raison, et



remarquez bien que je ne dis pas "à raison". On a créé une ambiance, on a créé une mentalité dans la province de Québec qui, des fois, va trop loin; je ne veux pas cacher rien. Seulement elle existe à un sentiment en ce qui concerne la minorité canadienne-française et aujourd'hui elle se plaint, peut-être à raison, qu'elle n'a qu'un poste et qu'elle ne peut pas brancher sur aucune autre émission française, et qu'après ça elle doit brancher sur un poste anglais si ce qu'on lui donne ne fait pas son affaire; et là, on se plaint qu'il n'y a pas la même proportion de spectacles eu égard à la population et le même choix de spectacles eu égard à la population pour les Canadiens français, à Montréal, qu'il y en a pour l'Anglais. Et ces gens-là, -- il n'y a pas de tort à le dire et je le dis, et je veux bien qu'on comprenne dans l'esprit dans lequel je le dis.

M. PHIL. LALONDE: Si vous me permettez, monsieur le président, d'ajouter à ce que M. Brais vient de dire relativement à Saint-Boniface. Est-ce que la population française de Saint-Boniface comparativement à celle de Montréal, n'est pas plus bilingue?

Me deGRANDPRE: Sans doute.

THE CHAIRMAN: Are you not worried about the Americanization of the English in Montreal, Mr. Brais?

MR. BRAIS: Yes, we talk about it.







THE CHAIRMAN: You also say the English have an unfair advantage here?

MR. BRAIS: We have been careful in the use of our phrase. I knew somebody would notice that but that is the situation that exists and you have a large group in the teaching and political fields, let us not put that one aside, which takes for granted in order to maintain the paraddy of the language and the religion, the continuation of the race, that it is very necessary to maintain for the use of the population, the children especially, because they look at television more than anybody else and you have got to afford to them programmes which are interesting because they can go from one to the other. I am not a "castor", if you know what that means but I do have in mind the situation which has been made and part of that situation I do not agree with. I say that this part of it should be taken care of in the way of a greater variety of programmes available in good French and good language.

THE CHAIRMAN: Would it be fair to summarize your argument on this single channel policy in this way; that you think that it might well be generally abandoned throughout Canada but if it is not generally abandoned there is a case for a special interest in Montreal for the reasons you have given?

MR. BRAIS: Precisely.



Me deGRANDPRE: Mais si vous mettez sur une base le principe qu'on doit donner un choix et que le choix doit être sinon supérieur mais sinon aussi grand pour la population parlant le français, comment justifiez-vous votre deuxième conclusion qu'on doit en mettre seulement un à Montréal?

Me BRAIS: C'est expliqué; on le dit, on le dit avec déférence. On dit : " Si vous voulez qu'il y ait à Montréal une situation qui prendra soin des besoins, un bon poste, des programmes sur le vif, en direct, vous devez nécessairement accommoder pour un certain temps La Presse en lui permettant de s'organiser, de s'établir pour qu'il ne lui arrive pas ce qui est arrivé quand La Presse a commencé --- "La Presse started television in Montreal --- et quand les autres postes sont arrivés, elle avait son personnel. Donnez-lui un peu de temps pour se mettre sur pied et après ça on verra pour deux. En même temps, vous n'avez pas droit de dire parce qu'il y a besoin pour un deuxième, peut-être pour un troisième ou un quatrième poste --- Là je deviens égoïste. Je dis : "Donnez-en deux mais surtout donnez-nous le temps de nous établir, donnez-nous le temps de créer des compétences, donnez-nous le temps d'établir nos finances, donnez-nous le temps de voir à toutes les autres choses auxquelles il faut voir, et là vous allez répondre aux besoins de Montréal non seulement par un poste commercial mais un poste établi sur une base pour satisfaire aux besoins que nous avons cher-



ché à vous expliquer.

M. TURCOTTE: Croyez-vous qu'il y ait de la place pour un deuxième poste, à Montréal, j'entends parmi les talents nécessaires, les interprètes, ceux qui créent les programmes, pour qu'un poste semblable puisse vivre à côté de Radio-Canada? Voici pourquoi: dans le reste du pays beaucoup de postes de langue anglaise sont des postes privés ayant des ressources plus grandes et sont quand même obligés de compter pour beaucoup d'heures par semaine sur les programmes de Radio-Canada que Radio-Canada leur fournit en programmes de soutien ou commercial, si vous voulez, mais pour occuper une partie de leur temps, souvent le tiers de leur temps; et ce sont des postes uniques qui ne suffisent pas localement à alimenter leurs propres postes. Dans le cas de Montréal il y a déjà un poste de langue française qui est en ondes neuf heures par jour. Croyez-vous qu'il serait possible pour un second poste de tenir huit ou neuf heures à moins de tomber dans la médiocrité des programmes?

Me BRAIS: Vous voulez dire un seul poste privé à côté de Radio-Canada?

Me deGRANDPRE: Oui.

Me BRAIS: C'est le risque que doit prendre La Presse et CKAC. Il y a longtemps qu'ils pensent à cette situation-là, il y a longtemps qu'ils l'ont examinée. Ils sont allés à l'école quand







ils ont commencé dans le début; ils ont eu un poste expérimental même de télévision. Quant à la radio, ils ont passé à travers cela; ils connaissent cela. Ils savent quelle administration il faut; ils savent où aller chercher le talent, ils savent comment développer le talent; ils sont satisfaits qu'ils peuvent le faire; ils en prennent la responsabilité et, comme vous savez, ils sont solvables. Ils sont satisfaits que ça peut se faire. C'est pour cela qu'ils disent que s'il arrive un troisième poste et que lui veut tomber dans un commercialisme trop poussé, La Presse n'a pas les moyens de baisser le standard du poste et du journal qui est connu dans tout le pays. Lui peut donner cette assurance quant à la pureté de ses programmes, l'utilité culturelle de ses programmes. Ils sont satisfaits de la chose; ils examinent cela depuis longtemps. Ils sont prêts à acheter la machinerie, ils sont prêts à construire ce poste. Vous avez une grosse population à Montréal. Quand vous avez un poste au Mont Orford qui se tire d'affaires...

M. TURCOTTE: Ce poste de Mont Orford est déjà alimenté par Radio-Canada, CBF-TV, je crois.

Me BRAIS: Ce ne sera pas le cas de Montréal. Montréal est la deuxième ville française du monde. Il y en a des téléspectateurs. Les Canadiens français écoutent la radio et à part ça il y a plus d'enfants; on est obligé de dépenser en conséquence. C'est pour cela que les taux de La Presse,



de CKAC sont considérables et qu'ils sont en compétition avec les autres postes.

M. BELANGER: Me permettez-vous, monsieur le président? Bien que je suis ici en qualité de membre du personnel de CKAC, j'aimerais à répondre à une question de M. Turcotte à l'effet que: Avons-nous suffisamment d'artistes pour répondre aux exigences de deux postes de télévision? Mon autre capacité c'est l'intérêt que je porte à l'Union des Artistes.

Pour répondre à M. Turcotte, je dirai: Certainement qu'il y a de la place, ici, à Montréal, du côté français. Dans l'Union des Artistes nous avons près de 850 membres. Or lorsqu'un canal, que ce soit Radio-Canada ou le canal privé, présente un film d'une heure et demie, c'est une heure et demie pendant laquelle les 850 artistes ne travaillent pas.

Lorsqu'il y a un programme d'événement sportif, basebal, football, hockey, il y a un groupe imposant d'artistes qui ne travaillent pas et qui pourraient être employés sur un autre canal qui pourrait fournir à ce moment-là un téléthéâtre, une émission musicale pendant l'événement sportif.

M. TURCOTTE: Quand vous dites qu'ils ne travaillent pas, au fait ils ne travaillent pas à ce moment-là, mais les grands programmes nécessitent beaucoup de répétitions.



M. BELANGER: D'accord.

M. TURCOTTE: Ils sont peut-être occupés par un programme futur qui passera deux jours plus tard?

M. BELANGER: Nous souhaitons voir venir ce jour-là où ils seront tous occupés.

Me deGRANDPRE: Vous vous placez au point de vue d'artistes qui sont des interprètes; mais est-ce que vous auriez la même réponse pour ceux qui sont des créateurs de programmes, des réalisateurs, des scripteurs? Est-ce que la même réponse s'applique, que nous avons suffisamment de matériel pour justifier un deuxième poste?

M. BELANGER: Je crois que oui. Il y a plusieurs directeurs de théâtre qui ne demanderaient pas mieux de mettre à contribution leurs connaissances et qui, actuellement, doivent se contenter de la scène, ce qui n'est pas payant.

M. TURCOTTE: Il y a toujours les talents créateurs de sketches, d'une comédie musicale; c'est peut-être le talent le plus rare.

M. BELANGER: Ca aiderait à les développer.

THE CHAIRMAN: I take it you are suggesting there should be a choice of television programmes in French but we cannot afford too much choice because of the economic situation?







MR. BRAIS: Yes.

THE CHAIRMAN: I am not saying it facetiously, you think the great claim for a second television station that you would like to get is, there should be a greater choice in French in television programmes but because of the economics you do not think the situation here would justify more than one?

COMMISSIONER STEWART: How many vacant channels are there in Montreal?

THE CHAIRMAN: Two.

MR. BRAIS: The French population in Montreal, I do not know what the proportion is to the population of Quebec, I should know it but if I say 50 per cent I am understating it. It is paying 50 per cent of the income tax of the province of Quebec, I know that.

THE CHAIRMAN: Going on from there, if I may, to a matter which may have been partially covered by Mr. Turcotte; suppose for the sake of example you were to have a private television license using the French language and let us say, just to make it definite, would you expect to get any programmes supplied to you by CBC?

MR. BRAIS: That was not in our plans.

THE CHAIRMAN: Well, not getting any programmes supplied to you ---



MR. LALONDE: I do not exclude that in the future as a possibility.

THE CHAIRMAN: Well, it seems to me the CBC already had a sufficient financial load now to provide programmes for its existing television service in Montreal and elsewhere throughout the network.

MR. LALONDE: We might be able to provide extra revenue for them in possibly playing back films on which they have the rights.

THE CHAIRMAN: Subject to that kind of special arrangement you were not thinking that the second station should come into existence and be entitled to get a national program service from the CBC?

MR. LALONDE: That is right.

MR. BRAIS: Unless it is a directed programme in which case the CBC says "This shall go on".

THE CHAIRMAN: I am making exceptions for great national events and so on and I am sure you do too. Then, throughout this whole submission we have had to us has been constantly recurring the cry for the necessity of providing for national values, for Canadianism by certain standards of programmes.





With the existing stations, whether publicly or privately owned, to some extent that standard is provided by the supply of programmes from CBC, which you won't be getting. I am thinking now, not applicable to the press or even applicable to Montreal alone; if this is going to happen, it ~~may~~ happen all across the country; how can the country be assured of programmes? Is there a case for some kind of regulation for this type of station as to requirements of programmes?

MR. BRAIS: There could be and there would be, Mr. Chairman.

THE CHAIRMAN: I am not suggesting some absurd or something prohibitively impossible, but some basic minimum standards of programme could in these cases be established by regulation, where in other cases they are established by supply of programmes.

MR. BRAIS: By the supply of programmes, but there is a standard which has been established for broadcasting in Canada, and if that was not maintained, then there would be reason for intervention or anticipating the opening of a station that could be settled in what form I don't know.

THE CHAIRMAN: Wouldn't it be better to settle it first so you would know the rules of the game?

MR. BRAIS: Well, they exist in radio.

THE CHAIRMAN: They haven't gone very far in radio.

MR. BRAIS: No.

THE CHAIRMAN: I am thinking of a situation where these relatively few second television stations





would come into existence spotted across the country, if they did, and how do we as a country assure that those rarely used channels will be well-used? Do we do it by regulation and is it feasible?

MR. BRAIS: I must be quite frank in saying I don't think you can lay down in a rule in black and white the conduct of a television station any more than you can lay down the conduct in the Bar Association. You have certain rules and within those rules you have elasticity, having in mind the granting or the renewal of licenses, and so forth. I do have a feeling, Mr. Chairman, in the long years that CKAC has lived with CBC -- and apparently they have lived rather well together, that there would be never any difficulty in establishing a standard of programme, which would be far more rigid and far more useful than trying to lay down in black and white what you do and what you should not do. There would be advertisements, and so on.

THE CHAIRMAN: I am thinking of the kind of regulation as to the extent of advertising announcements, which we have today in radio.

MR. BRAIS: Yes.

THE CHAIRMAN: And possibly some requirement that certain kinds of news services will be required; I am thinking out loud now without having gone through it; possibly a requirement, which would not be so necessary in your case but maybe in others, of a certain amount of live production rather than films, and possibly a certain amount of Canadian production



rather than of imported productions, which again would not apply so much to a French language station as to an English language station. In other words, the kind of regulation which would prevent a sort of equivalent of the disc jockey type of performance on these relatively rare television stations.

MR. BRAIS: In that connection there is, I won't call it a weapon; I don't think it has ever been used as a weapon, but there is a formula in this statute which has been exceedingly useful, and it is the section which gives the CBC the right to regulate, and that seems to have very effectively taken care of a lot of problems. It has brought the people together to talk things over. The private station has its problem, and, on the other hand, the CBC has this ideal or principle it wants carried out. That right to regulate brings them together, and I must say under present management, at least, as far as my relations with CBC are concerned, and the relations of CKAC, it has been a very useful formula for bringing people together and discussing their problems and finding a formula which has almost always avoided the necessity of a regulation -- which is difficult. The right to regulate is a wonderful weapon if we want to use it that way.

THE CHAIRMAN: Aren't you supporting the notion of a separate regulatory body, and wouldn't you lose that?

MR. BRAIS: I say that for CBC, thinking they are nice people and they may want to pass it on





to somebody else, and the same principle will exist.

MR. deGRANDPRE: You are in favour of regulations but by an independent body?

MR. BRAIS: That is the principle we have enunciated.

MR. deGRANDPRE: Still remaining with this thought, it has been suggested to us that CBC or the licensing authority should not grant licenses to persons who have already interests in a newspaper or a radio and TV station, and I would like your comments on that, because you are very closely affected by that.

THE CHAIRMAN: I was going to ask that question in case Mr. deGrandpre would be embarrassed to do it.

MR. BRAIS: I was going to answer the question before you, Mr. Chairman, said that you were going to ask it, and I would have done it a bit more freely with Mr. deGrandpre in saying -- and I am not answering your question, Mr. Chairman -- it is an old chestnut which has come up time and time again. There is the pro and there is the con. The newspaper is in a position to offer stability and its background, the advantage of its staff and an old and seasoned board of directors. It is not only a one-man concern; it is a concern which has its roots in the community and has had its roots in the community for a long time. It has to ~~respect its~~ <sup>respect</sup> its advertisers; it has to respect its readers, its prejudices. It has something there like an old family background, and the children as they go along get that behind them. Added to that there





is the greater facility in news, the greater access to agencies throughout this country and elsewhere; all newspapers have relations and connections and direct agencies everywhere. So far as I am concerned, I cannot go further in a personal appreciation of it because I don't know anything of it -- I know quite a lot, but not to be able to tell you it works better that way than any other way, but I have seen La Presse and the multitude of advantages in that, not only in the development of the station and its management, but also in the stability which is one of the principle things you have in mind, gentlemen, and the adhesion to what the CBC wants, or the country wants, or the Act requires, that what is given is good, proper, in any language, and acceptable to the majority of the population.

COMMISSIONER STEWART: I think the objection that has been raised in front of us at different times is that all three media are opinion-forming and can have a tremendous impact on the community, particularly radio and television, and I think the fear in the minds of those who have propounded this theory was that it was bad to have the three media in the one place, since they were all opinion-forming and they would only get one opinion then; I think that was in the back of the minds of those who propounded this theory.

MR. BRAIS: Well, the wishes follow the thought to some extent there, but having in mind



the regulations which are permissible and which would or would not exist, I am sure as long as that does exist that the opinion-forming portion of the activities of a station like that would be rapidly brought in evidence, and they are rapidly brought in evidence when a station does get busy, especially at, say, an election time, or matters of public interest, and they are brought forward rapidly, Mr. Stewart. If a station anticipates something which could be called opinion-forming and sets out to do that in any way shape or form, I think again you would have regulation or a little talk, and I think it would soon disappear. There are some rather extraordinary opinion-forming things that go on in the radio world once in a while, and I am not going to cite any examples, even if I am asked to do so. There has been a big improvement, and that has been modified, and that is because somebody got into the staff who was an opinion-forming individual, and sometimes it was only by inflection that it became opinion-forming but it got very serious. That cannot be helped, and the people who listen to the news at 8 o'clock in the morning, or 8.30 in the morning, or whatever time they wish, are the people on whom that opinion-forming propaganda has the most effect. It was said here today by Prof. Scott, and I didn't agree with it, that newspapers today are opinion-forming. It was said here they are not, but that radio is. Newspapers are opinion-forming just as much as radio. I agree fully with you, Mr. Stewart that that could be derogatory to general opinion, but I would say





also, by the same token, that that could be reformed  
so fast nobody would have time, especially in a  
private station, to become badly opinion-forming.





THE CHAIRMAN: What it comes to, then, Mr. Brais, is that you would say, as one witness did previously, that this is a matter which should be watched?

MR. BRAIS: Quite.

THE CHAIRMAN: This is a potential danger of a monopolistic control of several media, partial monopoly I suppose I should say, but that this was not to be a prohibition -- that this is a matter that you would still like considered on the pluses and minuses of the applicant and decided -- you don't, in other words, grant a licence because it is a newspaper and you don't refuse one because it is a newspaper.

MR. BRAIS: That summarizes what I would have wished to say.

COMMISSIONER STEWART: Of course the Combines Act could step in.

THE CHAIRMAN: Well, could they -- I would hate to give an opinion on that -- but I doubt if it applies.

MR. de GRANDPRE: I take it you would agree that the greater the population and the more numerous the sources of information, the less danger there is.

MR. BRAIS: Obviously, yes. Thank you for that comment.

MR. de GRANDPRE: Now coming to the independent regulatory board, as I read the brief the only reason you give in support of this



independent board is that you haven't been able to obtain justice before the CBC --

MR. BRAIS: No.

MR. de GRANDPRE: It is like pleading a case before the Supreme Court?

MR. BRAIS: No, no, no. If that is the inference from the brief I want to make sure that that is not what it says -- I must say that on behalf of my board, our relations with the CBC have been exceedingly happy -- but I must add this: human nature is human nature and individuals are mortal, Mr. Chairman, and Mr. Dunton and his board are not always going to be there. In principle I say it is not the best thing and I do feel that dealing with Government matters there is a very strong brief to be presented in favour of the separate board which relieves the CBC from the responsibility and the controversy, and at the same time leaves the independent broadcaster, who is not an outgrowth, as I heard someone say here this afternoon, he is of the community just as much as the automobile is. -- this leaves the independent broadcaster in the position where he cannot criticize, and if he does -- well ~~he~~ shouldn't

THE CHAIRMAN: Just on this argument as you have presented it for an independent control body, I find difficulty in understanding this first argument based on radio tariffs -- tell me where I am wrong -- it seems to me that you are saying in effect that the CBC tariffs are too



low and that you can't compete with them.

MR. BRAIS: No, we can't compete with them.

THE CHAIRMAN: How would it be any better if it were before an independent commission?

MR. BRAIS: Well, the independent commission has nothing to do with that. That is something that just doesn't fit in there, Mr. Chairman, so I won't just try to deal with it now. We do think this, though, that not being allowed to have a network communication, we can't go beforehand and establish a tariff which is immensely cheaper.

THE CHAIRMAN: But the point you were speaking of a moment ago had to do with the principle of unfairness or difficulty or conflict of interest -- call it what you like.

MR. BRAIS: Yes.

THE CHAIRMAN: We have had that said many times and I quite understand that argument.

MR. BRAIS: Yes.

THE CHAIRMAN: You seem to be putting up that argument under the heading of an independent control board, which, to be frank, I don't see how they relate.

MR. BRAIS: Well, that is how I read it and that is why we didn't waste any time on it -- the independent control board wouldn't help us on that; that is correct, Mr. Chairman.

MR. LALONDE: I just wonder how the control board would operate in this case as far as







having any regulation over tariffs, as some other similar boards work out, and as far as the figures we have here on page 8, the reason that these were brought out is that we feel that the CBC French rates for French stations should be higher and thus more competitive.

THE CHAIRMAN: Now this might be a very valuable point to us under a totally different heading in our Terms of Reference, as to our desire to cut down on the overall public drain on finances, and therefore if they aren't charging what the traffic will bear then we would like to know about it. Is this your opinion?

MR. LALONDE: For all I know it could be possible with respect to the CBC; they may not have heard of it.

THE CHAIRMAN: My point simply is this, that under the independent regulatory body I don't see how this has any relevance, and I take it Mr. Brais feels the same way.

MR. BRAIS: Yes.

THE CHAIRMAN: Just another question on that subject under the independent regulatory board -- I am not trying to take advantage of anything you have said, but it does seem to me that you made a point a moment ago when you said that the existence of the power regulation in the CBC did give, without having to actually use it in many cases, a method of working things out to the betterment of the overall system. Now, if



you transfer that power away from the CBC do you not lose that advantage?

MR. BRAIS: I would take it that the independent regulatory board would be just as interested in the continuance of the principle of the purity and the utility of the programmes for the Canadian listeners as the CBC is; I would have to take that as a premise.

THE CHAIRMAN: But do you think, Mr. Brais, that you might not be in danger of a thing that is so often charged against the Government -- the multiplication or duplication of agencies in a very similar field?

MR. BRAIS: Again I don't want to go over things that have been gone over before, but you have that in the Board of Transport Commissioners and you have the CNR Board and you have that -- in all matters affecting Government -- but one is administrative and the other is directive.

THE CHAIRMAN: Yes, but the Board of Transport Commissioners hardly gets into the picture apart from safety matters; they are not concerned with the provisions of services of the CNR.

MR. BRAIS: Oh, yes they are -- oh, yes, you can't pull out, Mr. Chairman --

THE CHAIRMAN: Oh, no, I am not meaning that; I mean the service in terms of the way you run the railroad.

MR. BRAIS: No, but sometimes -- no, they don't leave that to the Board.





THE CHAIRMAN: They don't deal with the commodity that is being sold, except in terms of rates and terms of safety.

MR. BRAIS: In terms of rates and safety, but who goes where, who is allowed to go where, who can put a track down, who can take a track up again, what kind of ~~trains~~ you are going to have, where they are going to run, if they are going to run sleepers or what trains are going to run sleepers, if they are going to start at certain stations, -- oh, they go far.

COMMISSIONER STEWART: But in connection with the CBC, they have been vested with a responsibility under the Act to provide a national broadcast service and in that way I think it differs entirely from the CNR or the TCA; there is a definite obligation on them to provide a given service.

MR. BRAIS: I again refer to one of the gentlemen who was speaking here this afternoon, and he was saying "Here is what Parliament has done and here is what Canada has wanted at a certain time and here is where we are.". Well I rather had the feeling then, Mr. Stewart, that that was definitely begging the question, and I went around myself to try and find a copy of the Terms of Reference -- I don't want to read them here -- but I rather feel, Mr. Chairman and gentlemen, that that is just exactly the problem, or one part of the problem, that is before this Commission.





COMMISSIONER STEWART: Well, that is dealing with the Act, rather than the CBC, because I think in Section 8 of the Act it says that the CBC shall provide a definite national broadcasting service. I know we have room to work in there but --

MR. BRAIS: I would rather say we are begging the question again, and that this Commission has been asked to sit, and the gentlemen who have been chosen have been asked to look into the whole question; I don't think that this Commission has been only asked to settle a few matters of finance --you gentlemen would not be here, if that were all.

COMMISSIONER STEWART: Oh, no, -

MR. BRAIS: Otherwise the gentlemen who have been asked would not have been asked if it was just that, I would say.

COMMISSIONER STEWART: Oh, no, we are not trying to avoid the issue. I am only pointing out that the difference between the service to be given by the CNR and the CBC are two entirely different things -- one is a mandatory obligation to the public of this country to give the national service. The CNR can, and almost have to, carry on the service they are given, but they need not necessarily enlarge it. It is not a national service in that they don't provide a service to every part of the country. It seems to me that that is where the difference between the two lies.

MR. BRAIS: Yes, but the example I had



was given to me, Mr. Stewart, and I wouldn't have chosen that as being the best example. I would say it was not a bad point; but I would say, however, that looking at the larger question which has been put to you that this Commission has been asked to sit for the purpose of looking back on the statute and on the duties and on the obligations of the CBC from that period to today.

COMMISSIONER STEWART: I think that is probably correct.

MR. BRAIS: Probably it was in the best interests of Canada when it was done; I am sure it was in the best interests of Canada, but as we develop I think the very fact that this Board has been constituted is because the Government and the country wants to have that problem looked at again because it is a serious one. There has been some conflict, much less than there might have been, but the Government wants an answer.

MR. de GRANDPRE: Would you say, Mr. Brais, that the service given by the private station is competitive with the service given by the CBC or is it a complementary service?

MR. BRAIS: I have heard that word bandied around and I am begging that question.

MR. de GRANDPRE: Well, you could try to look at it again?

MR. BRAIS: No, no, not that one.

MR. LALONDE: I would think for that matter that all radio stations are competitive for



audience, but of course this has been said, too.

MR. de GRANDPRE: Except that that has been disagreed with by some radio stations even within the last forty-eight hours.

MR. BRAIS: I have heard some things here this afternoon that have surprised me, too, and I have only been here for this afternoon.

MR. LALONDE: We are in competition for the audience -- let's face it -- for the buck also.

MR. BRAIS: But you do have a thing which is fast growing up.

THE CHAIRMAN: I think we are conscious of that.

MR. BRAIS: Very fast, Mr. Chairman, very fast.

MR. de GRANDPRE: I just have one question, which I asked Mr. Lalonde in Quebec City and which he told me he would answer in Montreal.

MR. LALONDE: Would you mind repeating that, Mr. de Grandpre?

MR. de GRANDPRE: I asked you whether you had been authorized to form a network on a regional basis and whether there was not an authorization to carry on this network.

MR. LALONDE: Well to go back a little while on this one, we were authorized to buy lines at our choice, not necessarily from the CBC, but from other line organizations. When I got the authority in Ottawa in that connection I was under the impression -- and I think this was last







June -- that after consideration by the Board of Governors we would have authority for a permanent network, and I came back home with that impression, but, somewhere along the line we received a little statement that this permission to some extent was qualified in that it applied to occasional network and not a permanent network. This gets us back to the question of lines which appears in the brief, whereby you cannot secure a low price from any line companies, unless you are in a position to give them a contract. A contract means at least one hour per day or more, otherwise you are faced with paying a high rate or exactly the rate we were getting from the CBC on their line facilities. Does that answer your question?

THE CHAIRMAN: How often do you operate as a network now?

MR. LALONDE: We don't operate too much now, one of the reasons being the cost of the lines which we feel is high; so that we resort rather more to the tape recordings which is much more economical.

THE CHAIRMAN: I am just asking this as a matter of general public interest: is it not possible with the emergence of the tape recording method and other devices, but particularly that one, in radio, it may very well be making the demand for network less powerful?

MR. LALONDE: It does, Mr. Chairman, except in the case of music. In that case live



music, according to the American Federation of Musicians, cannot be recorded; it has to be live. There are very rare occasions when you have an authorization for a delay or a play back, but it cannot be put on tape unless you are specially authorized.

THE CHAIRMAN: And of course there are other live things such as football games and hockey, and so on.

MR. LALONDE: Exactly.

THE CHAIRMAN: Which require instantaneous broadcasting, but there are many of the "show" type of programmes which could effectively be put on tape and without the intervention of the network?

MR. BRAIS: Oh, yes, talks and things of that nature -- it is quite acceptable and is being done, too, quite extensively.

MR. de GRANDPRE: Are some of the stations linked in this network part of the CBC outlet from the various areas?

MR. BRAIS: They are on occasion, I believe, but the networks we had in mind and have had in the past on an occasional basis, were not affiliated with the CBC.

MR. de GRANDPRE: So that none of the stations linked together in this Trans-Canada and Trans-Quebec regional network -- I don't know exactly what it is called -- none of those stations are CBC outlets?

MR. BRAIS: No.



MR. de GRANDPRE: That is all, Mr.

Chairman, thank you.

THE CHAIRMAN: We want to apologize to you gentlemen for having kept you so long; we know this is a busy week for you, Mr. Brais, and we do appreciate your memorandum and my apologies are doubly attributable to the presenter of the next brief, Confederation des Travailleurs catholiques du Canada.

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SUBMISSION OF  
CONFEDERATION des TRAVAILLEURS CATHOLIQUES  
DU CANADA

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THE CHAIRMAN: Is Mr. Marchand here?

MR. PICARD: He is not here, Mr. Chairman; Picard is my name.

THE CHAIRMAN: Would you care to step up here, Mr. Picard? I do apologize to you for the delay but as you can see we were asking important questions and making inquiries, but I would really like to know what would suit your convenience best. I think yours is an important brief and we would like to give it adequate time, so would you come back tomorrow; would that be convenient to you?

MR. PICARD: Yes, Mr. Chairman.

THE CHAIRMAN: I think in that case we will be here at nine-thirty; we will come back







refreshed and vigorous and it would perhaps be better for you.

MR. PICARD: We will be here at nine-thirty.

THE CHAIRMAN: If that is satisfactory to you then we will adjourn to nine-thirty tomorrow.

---The Commission adjourned at 5.50 p.m.

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(page 5401 follows) \*

















